Bay Leaves

The Franklin Family
CREATED ROOTS IN STONE HOUSE

Cover photo by Boutique Photographer
WE LIVE IN A DAY AND AGE where identity theft is a daily threat to our finances, credit and private information. Even the most secure consumer can be a victim of a faceless robber who steals their identity or personal information and uses it maliciously. According to Javelin Strategy & Research, the occurrence of identity theft has seen a steady increase over the past five years and last year, 1 in every 16 U.S. adults were victims of I.D. theft.

You can help protect yourself and your family with Identity Restoration Coverage by simply adding this specialized coverage to your homeowner’s insurance policy for as little as $30 per year.

Identity Theft is, unfortunately, a new age crime that is not going away. In addition to taking everyday precautions to secure your finances and identity, obtaining this coverage is a great way to give yourself peace of mind for a very small price.

Some situations that may leave you vulnerable and warrant additional preventive measures would include: changing your name after marriage, safeguarding your identity while you are on military leave or recovering from losing your identification, credit cards or other private information.

Identity management services can also provide protection and safeguard your identity before an identity thief strikes. Some situations which may leave you vulnerable and require additional services would include: changing your name after marriage, having your identity stolen. Common expenses include attorney fees or lost wages.

Identity Restoration Coverage, offered by Allstate, provides both restorative and preventive services. You’ll have unlimited access to fraud specialists from Identity Theft 911® who can handle everything from proactive fraud alerts to investigations from creditors.

If you become a victim of identity theft, a fraud specialist will handle the extensive process of restoring your identity and helping you get your life back to normal. Identity Restoration Coverage can cover up to $25,000 of expenses you may incur after having your identity stolen. Common expenses include attorney fees or lost wages.

Identity management services can also provide protection and safeguard your identity before an identity thief strikes. Some situations which may leave you vulnerable and warrant additional preventive measures would include: changing your identity after marriage, safeguarding your identity while you are on military leave or recovering from losing your identification, credit cards or other private information.

Identity Theft is, unfortunately, a new age crime that is not going away. In addition to taking everyday precautions to secure your finances and identity, obtaining this coverage is a great way to give yourself peace of mind for a very small price.

Put your policy to the test. Drivers who switched to Allstate saved an average of $356* a year. So when you’re shopping for car insurance, call us first. You could be surprised by how much you’ll save.

*Average Annual Savings: $356

MARCH 2019

BAY LEAVES / VILLAGE OF WHITEFISH BAY

SHOPPING FOR CAR INSURANCE? CALL US FIRST.

AVERAGE ANNUAL SAVINGS: $356

DRIVERS WHO SWITCHED FROM

Drivers who switched from:

- Geico
- Progressive
- State Farm

Savings: $305

Savings: $478

Savings: $318

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andrewmccabe@allstate.com

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EXPERT CONTRIBUTOR

Best Version Media
‘Bringing People Together!’

PUBLICATION TEAM

Kathy Durand at (262) 716 4788, or kdurand@bestversionmedia.com and Christa Banholzer at cbanholzer@bestversionmedia.com

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

IMPORTANT PHONE NUMBERS

911®

Police Administration | (414) 963-3820
Police (non-emergency) | (414) 963-3900
North Shore Fire Dept (non-emergency) | (414) 351-9900
Village Hall | (414) 962-5500
Public Library | (414) 964-4380
Dept. of Recreation & Community Education | (414) 963-3947
Whitefish Bay School District | (414) 963-3531

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DEAR RESIDENTS,

People will live their entire life and not follow a dream they have, be it personal or professional. There is risk in everything but especially in leaving a corporate job to chase down the dream of being an entrepreneur. Anna and Sheldon Franklin know this risk well having just taken it last year with the creation of their new home staging business. There have been ups and downs along the way but that’s the life of a small business owner. Enjoy their story and good luck chasing down your own dreams.

Cheers,
Christine McBride

Content Coordinator: Christine McBride
Contributing Photographer: Linda Smallpage, Boutique Photographer

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Interested in advertising in any of the following Wisconsin communities? Appleton/Neenah, Baydays, Bay View, Brookfield, Cedarburg, Delafield, Fond du Lac, Fox Point, Franklin, Grafton, Greendale, Green Bay, Hartland, Madison Area, Menomonee Falls, Mequon, New Berlin, North Point, Oak Creek, Oconomowoc, Oshkosh, Pewaukee, Racine, River Hills, Waukesha, Wauwatosa, Wisconsin.

Contact: Kathy Durand at (262) 716 4788, or kdurand@bestversionmedia.com and Christa Banholzer at cbanholzer@bestversionmedia.com

FEEDBACK/IDEAS/SUBMISSIONS

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

LETTER TO THE RESIDENTS

Julie Siegel, Village President | Bay Leaves is mailed directly to your home through the courtesy of our advertisers at no cost to you or the Village of Whitefish Bay. We encourage you to thank them with your support.

Cheers,
Christine McBride

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August 20 | August
September 20 | September
October 20 | October
November 20 | November
December 20 | December
THE FRANKLIN FAMILY
Following Their Dreams

IN ANY MARRIAGE three of the most stressful events are moving, having a baby, and starting up a new business. For Anna and Sheldon Franklin, they did all three within two years time and still managed to stay happily married.

Anna grew up just outside of Appleton and Sheldon grew up in a suburb of Chicago. The pair met at a bar in Wrigleyville when they were both living in Chicago after college. “We joke that people do actually meet in Wrigleyville, although the relationship typically doesn’t typically last like ours did,” said Anna while laughing.

At the time Anna was working in fundraising and event planning for Old St. Pat’s with her claim to fame working on the world’s largest block party as their fundraiser. Sheldon graduated from Illinois State University and currently works for Employment Screening where they conduct thorough background screenings to help companies with retention rates. With his job being remote, he enjoys working at various coffee shops, with Colectivo off Prospect being his favorite location.

The Franklins decided to relocate from Chicago to Milwaukee because it seemed like a great place to start a family. “When we were looking in the Milwaukee area it was between Shorewood, Wauwatosa or Whitefish Bay,” said Anna. “We say that Whitefish Bay picked us because when we went through our current house and walked around the street it just felt like home.”

One thing that the Franklins weren’t prepared for was the extreme segregation that is present in Milwaukee. “When you’re always a minority you aren’t surprised anymore by actions that occur,” said Sheldon. “I want people to see me and instead of just thinking ‘there’s a black guy’ view me as a successful guy who is doing something great with his life.”

The couple’s daughter Charlotte was born in June 2017. After Charlotte was born Anna dealt with postpartum anxiety. “As women we hold so many roles, and are expected to jump back into reality so quickly after giving birth. This made me so upset and I wanted to do something about it. This is where the creation of Stone House Stage + Design all began,” Anna stated.

While always having an eye for both fashion and design, having graduated with a degree in communication, the encouragement Anna needed came from friends after seeing the transformation of the Franklin’s own house. Sheldon and Anna took a leap of faith to create a one stop shop for anyone trying to sell a house. “We work with both realtors and individual home-owners looking to sell,” said Anna. “We like to think we do it all from selecting flooring, paint colors, swapping out light fixtures, professional cleaners, and helping the declutter process.”

In addition to their staging business, Anna is also a photographer and enjoys shooting more documentary lifestyle images in natural elements.

With their own home transformed into a cozy space, they love cooking and make a point to eat at home as often as possible. Sheldon is an excellent cook and loves being in the kitchen making meals for the family. He is also a gifted pianist, and as a child was able to read music before he could read words. “Music has always been a huge part of my life with my grandmother teaching me how to play the piano,” said Sheldon. “She used to orchestrate an 80-person gospel choir and now Charlotte’s grandmother is trying to teach her how to play the piano. We did give Charlotte her own mini piano but she seems to prefer sitting on the bench with me at the real piano.”

They are active members of Eastbrook Church and Sheldon is the basketball coach for the Eastbrook Academy 8th grade boys team. One of the phrases they keep in mind when dealing with both professional and friend situations is ‘you’re never as good as they say you are, and never as bad as they say you are.’ “Whenever I’m having a bad day Sheldon rattles off a bunch of phrases that always put everything back in perspective for me,” said Anna. “It’s great having a partner who believes in you and wants to be there for both your good and bad days. We really are a perfect match for the other.”

By Christine McBride

What’s your story? Email me at cmcbride@bestversionmedia.com and I’ll help you tell yours!
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MADACC has a great program to make this process easier for you. To purchase a license, an owner is required to show proof of rabies. If you do not have a current rabies vaccine for your dog or cat, MADACC has a vaccine clinic each year on the last Saturday in March. This year, the clinic is scheduled to be held at MADACC (3839 West Burnham Street, West Milwaukee) on Saturday, March 30, 2019 at 10:00am – 2:00pm.

At this clinic, we offer rabies and distemper/combo vaccines for dogs and cats for $5 each. Licenses are $12 for sterilized animals and $24 for intact animals. You are also able to get a microchip for your pet that is registered for you for only $20. We have participants pre-pay by filling out a form online from our website www.madacc.org, or by stopping by in person to complete the paperwork and pay. This expedites the clinic, so you just pick up your packet, visit the vet and you are on your way! Call MADACC for more information about this affordable annual clinic at 414-643-8640.

Join the Silverado North Shore Founders Club!

In just a few short months, Silverado North Shore will be open providing life-changing care for individuals living with memory impairment. Be among our first new residents to join the Founders Club and receive benefits such as prime room location, discounts on the first month’s rent and administrative fee, and more.* Spots are limited! Call (414) 269-6598 or email: northshore@silverado.com today for details!

*Offer subject to change without notice.

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Learn More
Welcome spring with friends and neighbors at the first annual Bay Day Saturday, May 4, 2019 from 8:00 am to 1:00 pm, at Klode Park. During the winter months, the Whitefish Bay Public Education Foundation, the Village of Whitefish Bay, the Whitefish Bay Civic Foundation, and the Merchants of Whitefish Bay teamed up to create a blockbuster event with live music, food and beverages, as well as eco-friendly recycling, all kicked off with a 5K and 10K run/walk beginning and ending at Klode Park.

Bay Day includes three popular events that previously took place at Cahill Park: Green Day in the Bay, Recycle Day in the Bay, and Run the Bay. This year, Recycle Day in the Bay will continue at Dominican High School at 120 East Silver Spring Drive, while Green Day and Run the Bay will move to Klode Park to accommodate the expanded entertainment and food offerings.

"We're excited for the new location," says Dean Gruber, the Whitefish Bay Civic Foundation board member chairing Green Day. "Local organizations are meeting regularly to coordinate the day and ensure this coordination is continued in years to come. We'll still feature eco-friendly vendors and healthy lifestyles, but we have expanded to showcase local businesses, and we'll offer food and drinks." This year’s Green Day is co-produced by the Merchants of Whitefish Bay. The event is free to the public, and food and beverages will be available to purchase.

New this year: Entertainment from three live bands plus a youth singing competition! Check the WFB Civic Foundation website for information on how to become a contestant.

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"Cream City has done multiple projects for us and we have been very happy with the process and results!" - Whitefish Bay Resident

Contact us to schedule an appointment to start your remodeling project.

For further information, contact us today!
(262) 292-0740
events@golfthebog.com

If you’re a local business owner or Bay resident who’d like to participate, sponsor, or give prizes at the event, please contact Dean Gruber via the Whitefish Bay Civic Foundation at http://www.wfbcivicfoundation.org.

BY LISA DAVIDSON
MARCH 2019

SAT.-SUN., FEB. 23-MAR. 3
Greater Milwaukee Auto Show
@Wisconsin Center
New cars, trucks and SUVs will fill the Wisconsin Center for the 2019 Greater Milwaukee Auto Show.
Time: Sat. 10am-10pm; Sun. 10am-6pm; Mon.-Thurs. 3-9pm; Fri. 10-7pm
Cost: Adults $12; ages 0-16 free
www.autoshowsmilwaukee.com

WED.-SUN., MAR. 6-10
Greater Milwaukee Journal Sentinel Sports Show
@State Fair Expo Center
Since 1940, this tradition has featured exhibits and activities for the entire family. Attendees can experience exciting competitions, instructional seminars and have plenty of time for one-on-one discussions with exhibitors.
Time: Varies
Cost: $7/day
www.jsportsshow.com

WED.-TUES., MAR. 6-MAR. 17
Phantom of the Opera
@Marcus Center for the Performing Arts
Cameron Mackintosh’s spectacular new production of Andrew Lloyd Webber’s The Phantom of the Opera will come to Milwaukee as part of a brand new North American Tour.
Time: Varies
Cost: Starting at $31
www.marcuscenter.org

SAT., MAR. 9
Local Farmer Open House
@Urban Ecology Center, Riverside Park
Find out how you can join a CSA to receive farm-fresh, healthful produce (and more) directly from your local farmers every week. This event is your once-a-year opportunity to talk with local farmers, hear about their growing practices and learn about their Community Supported Agriculture (CSA).
Time: 11am-3pm
Cost: Free
www.urbanecologycenter.org

SAT., MAR. 9
Saint Patrick’s Parade
@Downtown Milwaukee
Come celebrate St. Pat’s Day at the 53rd annual Shamrock Club of Wisconsin parade!
Time: 12pm
Cost: Free
www.saintpatricksparade.org

SUN., MAR. 17
Wisconsin Philharmonic: Celtic Fire – Irish Music & Dance
@Sharon Lynne Wilson Center
The guest artist will be Julian Rhee on violin.
Time: 3pm
Cost: Starting at $42; children starting at $7
www.wisphil.org

THURS., MAR. 21
Neighborhood Night
@Betty Brinn
Come in for an evening of fun with the family!
Time: 5-8pm
Cost: Free
www.bbcmkids.org

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Relocating your home or business can be disruptive and stressful. It doesn’t have to be. Put our experience and culture of caring to work for you. We’ll create a plan that meets your unique needs, and works within your budget.
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Behind lung cancer, colorectal cancer is the second leading cause of death from cancer in the US, affecting both men and women of all races and ethnicities. The colon and rectum are parts of the digestive system. Colorectal cancer often begins as a growth called a polyp inside the colon or rectum. Early detection is key, as colorectal cancer is highly treatable if caught early.

Often, there are no symptoms, especially in the early stages of the disease. Most people experience occasional constipation and/or diarrhea, but prolonged or chronic episodes could be a concern and should be discussed with a physician. Changes in stool shape, color or the passing of excessive gas may also be concerning. Blood in the stool, which can be any shade of red or appear black or tar-like should raise alarm. Talk with your primary care physician about any concerning signs or symptoms. You may be referred to a gastroenterologist, a specialist who focuses on diseases of the digestive system.

A colonoscopy is a procedure to look inside the rectum and colon for polyps, abnormal areas or cancer. A colonoscopy is recommended for adults starting at age 50. If there is a family history of colon polyps, bowel disease or colorectal cancer, screening is usually begun sooner.

Many insurances will cover the cost of various screening tests which include stool tests, sigmoidoscopy, and colonoscopy. If uninsured, go to https://www.dhs.wisconsin.gov/health-care-coverage/index.htm or call 800-362-3002 to apply for Badgercare.

IN 2018, NORTH SHORE FIRE/RESCUE responded to more than 8,400 calls for service; more than any other year since our inception in 1995. Of these calls, more than 6,000 were for emergency medical services (EMS). Furthermore, more than 600 of the EMS related calls, or roughly 10%, were for lifting-assistance; or patients who had fallen and were uninjured but unable to get up.

The prevalence of falls not resulting in injury continues to rise nationwide. As we see more assisted living and elder-care facilities built across the area, fire departments continue to take a more proactive approach to preventing emergencies before they happen. The North Shore Fire/Rescue Community Risk Reduction Bureau is making fall prevention a focus in 2019.

As part of this focus, we will be working to follow up with every patient who falls and requires lifting assistance. In most cases, within 7-10 business days of the fall, a member of North Shore Fire/Rescue will call to check in on the patient at the number provided on the health record at the time of service. During this first call, the patient will be offered a FREE Home Safety Assessment (if they’ve not had one in the past two years). The goal of this assessment is to provide feedback on fire, fall, and life-safety topics throughout the residence. As part of this visit, North Shore Fire/Rescue will also install smoke and carbon-monoxide alarms. In addition, if necessary, the personnel may also make recommendations on steps that can be taken to prevent future falls. If the resident declines the first phone call or Home Safety Visit, the resident will receive a mailed letter advising of our initiative and offering the assessment.

If the resident suffers a subsequent fall, North Shore Fire/Rescue, in partnership with the North Shore Health Department, will offer a Fall Risk Assessment Screening. These screenings will be conducted by a nurse from the Health Department, or a member of the Community Paramedicine team at the Fire Department. If the resident again declines these services, a second letter will be mailed, explaining the initiative and offering both the assessment and the screening. The letter will also outline that failure to engage with the Fire Department and/or Health Department programs may result in a lift-assist fee of $200 per future occurrence. This fee was approved and adopted by the North Shore Fire/Rescue Board of Directors, comprised of members from all seven North Shore Communities.

It is important to note that the intent of this program is to prevent future falls and keep the residents across the communities safe at home without ever needing to charge the fee. Our team is committed to working with every resident to connect them with the resources needed to prevent a future fall.

Beyond this initiative, we have also partnered with the North Shore Health Department and the Wisconsin Institute for Health Aging (WHIA) to offer “Stepping On”, a multi-week evidence-based program that is proven to reduce falls and build confidence in the elderly population. Early data from the development of the program showed a 31% reduction in falls.

To learn more about the fall prevention initiatives, or to schedule a FREE Home Safety Assessment, please call our Community Risk Reduction Bureau at (414) 357-0113 ext. 1101, or visit our website, www.nsfire.org.
COME CELEBRATE SPRING at the North Shore Kiwanis Pancake Breakfast with the Bunny on Saturday, March 30, 8:00 to 11:00 a.m.

The event will take place at the Bay Shore Lutheran Church, 1250 E. Hampton Road, Whitefish Bay. Guests may enter at the north door from the parking lot on Wildwood Avenue.

Enjoy photos with the Bunny, raffles, face painting, and a delicious breakfast featuring pancakes, sausage, juice, milk, and coffee. Tickets are available at the door, from Kiwanis members or at Winkie’s - just $7 per adult (10 & up) and $5 per child (over 2 years of age).

Kiwanis is a global organization of volunteers dedicated to changing the world, one child and one community at a time. All proceeds will benefit Kiwanis youth charities.

www.kiwanisnorthshoremke.com

ELECTION INFORMATION

Spring 2019 Election (April 2nd)
- Offices to be elected include Justice of the Supreme Court, Court of Appeals Judge, Circuit Court Judge, Municipal Judge, and Village Trustee.

How to Request an Absentee Ballot by Mail or Email
- You may download an absentee ballot application under election information via our quick links section on our homepage; www.wfbvillage.org. You also may request a ballot be mailed to you by emailing elections@wfbvillage.org.

Your request must include a copy of photo ID and be received no later than 5:00 pm on March 28, 2019.

In-Person at the Clerk’s Office (Village Hall)
- March 18, 2019 to March 29, 2019
- 8:00 am to 4:30 pm (5:00 pm on March 29, 2019)

Deadline for Returning your Absentee Ballot
- Your completed absentee ballot must be postmarked no later than Election Day.

If you would like further information about elections or registering to vote please contact Deputy Clerk Caren Brustmann at (414) 962-6690 ext. 122.

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Contact Kris Brienza | Brienzak@hfpwarsaw.edu | 444-532-0175
Save the Dates!

- March 1, 2 – 7:00 PM High School Musical Production Chicago: High School Edition
- March 5, 7:30 PM Middle School Orchestra Concert
- March 14, 7:30 PM High School Music Dept. Spring Sing
- March 19, 7:30 PM Middle School Choir Concert
- March 19, Cumberland K4 & K5 Music Concerts
- March 25-29 – spring break, no school

Cumberland & Richards Elementary Schools are currently accepting registration for all new Whitefish Bay resident students.

- Junior Kindergarten:
  - 4 years old on or before September 1, 2019
- Senior Kindergarten:
  - 5 years old on or before September 1, 2019
- Grades: 1 – 5
- Questions or additional information call:
  - Cumberland 414-963-3943
  - Richards 414-963-3951

Chicago: High School Edition

In roaring twenties Chicago, chorine Roxie Hart murders a faithless lover and convinces her hapless husband, Amos, to take the rap...until he finds out he's been duped and turns on Roxie. Convicted and sent to death row, Roxie and another "Merry Murderess," Velma Kelly, vie for the spotlight and the headlines, ultimately joining forces in search of the "American Dream": fame, fortune, and acquittal.

This production contains mature content—parental discretion is advised.

- Come join us for a wickedly good time at the
  - Whitefish Bay High School Auditorium
  - located at 1200 E. Fairmount Avenue.
- Dates:
  - February 22nd and 23rd at 7:00 PM
  - February 24th at 2:00 PM
  - March 1st and 2nd at 7:00 PM
- Tickets:
  - $15 for Adults
  - $10 for Seniors & Students
  - Tickets are available at wfbhstheater.com

Alumni

Are you a Whitefish Bay alumni? If you have good news to share we would love to hear from you! Please email: districtnews@wbsschools.com

Cumberland K4 & K5 Music Concerts

The Whitefish Bay Education Foundation is pleased to announce the 2019 Bay Ball. Save the Date for Saturday, May 11th at the Historic Pritzlaff Building.

This year the funds raised by the Bay Ball will support the Whitefish Bay Middle School’s new Media Center. The Media Center will provide students and teachers with a cutting-edge collaborative learning space, leveraging the latest ideas in a rapidly advancing educational landscape. The new facility will support the district’s commitment to providing the best possible educational experience for the children of Whitefish Bay.

Your financial support will help make this project a reality. We look forward to sharing more information about the event and how you can contribute to the success of the Middle School Media Center. For more information, including sponsorship opportunities, visit www.bayballwfb.com. Questions about the event? Email bayballwhitefishbay@gmail.com.

BY WHITEFISH BAY EDUCATION FOUNDATION
Contact me to find out what opportunities the home sale data above may create for you. The market is multifaceted and ever changing. With my experience, I can help you get the results YOU are looking for.

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<td>$259,900</td>
</tr>
<tr>
<td>5935 N Shoreland Ave</td>
<td>$314,900</td>
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<tr>
<td>5342 N Lydell Ave</td>
<td>$360,000</td>
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<tr>
<td>5359 N Bay Ridge Ave</td>
<td>$379,900</td>
</tr>
<tr>
<td>409 E Lexington Blvd</td>
<td>$515,000</td>
</tr>
<tr>
<td>2655 E Cumberland Blvd</td>
<td>$570,000</td>
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</table>

Winner of the 2019 Highest Quality Award
The Best of Home Care Leader in Excellence award is the highest designation bestowed by Home Care Pulse, a nationally recognized independent consumer research company. This designation signifies that Home Helpers of Greater Milwaukee is in the Top 10% nationwide.
For 2019, Home Helpers is the ONLY home care company awarded this designation that serves Milwaukee, Waukesha, Ozaukee and Washington County.

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Available Services
- Alzheimer’s care
- Dementia care
- Meal preparation
- Laundry
- Personal Hygiene
- Dressing
- Light housekeeping
- Transportation
- Skilled nursing services
- Plus much more!

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2657 N Downer Ave, Milwaukee
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Optix on Downer
Offering same day service on many eyeglass prescriptions

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**"History of Milwaukee"**: The Whitefish Bay Chapter

At age 73 and after 50 years as a journalist for the Milwaukee Sentinel, John Gregory in 1931 authored his exhaustive four-volume "History of Milwaukee." He also wrote about Whitefish Bay in his history — but not much. Here is what he had to say:

"Whitefish Bay, which is on the lake front north of Shorewood, was made approachable from the city by a toll road much appreciated by owners of speedy horses. This was in the '70s, when most Milwaukeeans regarded North Avenue, then North Street, as pretty well out in the country. By the early '80s Whitefish Bay had begun to be known to picnickers. As the city grew, systematic provision for entertainment of visitors was made at the Bay, which attained wide celebrity as a pleasure resort following the erection of a hotel and music pavilion and the terracing of the bluff by the Pabst Brewing Company. In 1892 a realty development project resulted in the grading of miles of streets, which even were provided with sidewalks. A cluster of attractive homes arose on Day Avenue. At that time Whitefish Bay was a prosperous village; but utter stagnation followed the panic of 1893. Some years afterward wooden sidewalks in the unoccupied portions of the platted district were surreptitiously removed by skirmishers for fuel, and roadways became overgrown with grass. The dummy line, and later the electric railway, as well as a little steamboat making trips between Grand Avenue bridge downtown and the pier at Whitefish Bay carried passengers by (the) thousands to the resort, which retained popularity till the advent of prohibition, and then ceased to exist. Later the concrete stairways leading from the crest of the bluff to the shore of the lake were taken up and the hotel was taken down. The grounds were made available for residence sites. Of late years, the natural beauty of the neighborhood has attracted renewed attention from home-builders. Long gone by is the time when Whitefish Bay was Milwaukee's 'farthest north.'"

In fairness to Gregory’s perfunctory nod to Whitefish Bay, the Bay’s history as a home to Milwaukee’s notables and a haven for distinguished architecture was just beginning in 1931. Our best was yet to come.

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**Edible Book Festival**
- Tuesday, March 5, 6:00 pm to 7:00 pm
- The Edible Book Festival returns! Join the fun and create a food entry inspired by your favorite books. The only rule: your entry must be made from food. Entries must be registered by March 4. On the day of the festival, all are welcome to stop by and vote for the winners. Winners will be announced at 7:15pm. Read all the details on our website.

**Whitefish Bay ROCKS with Jeff Pockat, Gaelic Harp**
- Tuesday, March 12, 6:30 pm
- Join us as Whitefish Bay TALKS gets taken over by Whitefish Bay Rocks. Gaelic Harp musician and composer Jeff Pockat will perform traditional music and original pieces on an ancient wire strung Celtic harp that will soothe the mind, soul, body, and spirit. He will also share stories and talk about his instrument between his music. This event is open to all ages!

**Friends of Whitefish Bay Library Writing Contest Reception**
- Tuesday, March 19, 6:30 pm
- Join us for a reception where winners of the writing contest will be on hand to read their winning pieces. Light refreshments will be served, all are welcome to attend.

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Happy Birthday, Dr. Seuss! March 2, 1904

The Art of Dr. Seuss Collection
On view and available for purchase at Gallery 505

www.gallery-505.com

517 E. Silver Spring Dr | Whitefish Bay, WI 53217 | 414.962.8892

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Whitefish Bay Summer Recreation Guide
Delivered to homes mid to late March

The anticipated Summer Recreation Guide filled with summer youth and adult opportunities in recreation, summer camps, exercise and sports is scheduled for delivery mid to late March. Watch your mailboxes! Summer programs can fill quickly so do not wait to register.

Summer Youth Work and Volunteer Recruitment

The summer of 2019 Bay Volunteer and Counselor-In-Training program is accepting applicants. Youth interested in the Bay Volunteer program must be entering 9th grade in 2019 to be eligible. The Counselor-In-Training (CIT) program is geared towards incoming High School 2019 Seniors. CIT’s are paid training positions. If you are a teen and love working with kids, we need you! Application packets can be found on-line at www.wfbschools.com. Application deadline is March 15th.

Girls Slo-Pitch Softball League Registration in Progress

Girl’s grades 3rd-8th who love or would like to learn how to play softball are invited to join the Rec Girls Slo-Pitch Softball League. WFB Girls join with Nicolet Recreation Department to offer a rich program experience. Games are held on Tuesday and Thursday evenings. Teams are parent coached. Players will be notified of team placement and practice schedule by May 6th and games begin near May 21st. Registration deadline is Friday, April 12th.

“55 AND BETTER” PROGRAMS

Tours & Trips

- **Spirit of Chicago**, Saturday, March 23: Food, music and skyline views! Cruise along with the Chicago Flower and Garden Show Food, music and skyline views! Enjoy the climate controlled and panoramic views of the city on this cruise! Buffet style lunch. Then to Chicago Flower and Garden Show. This year’s theme is; flower tales the story grows on! It’s all about inspiring and education the next generation of gardeners! Cost: $125.00 Departure time: 7:30am from Lydell Community Center with an 8:00pm return.
- **Niagara Falls**, May 28-June 1: Visit the fantastic Niagara Falls! Trip includes a 4-night stay; 2 nights at Caesars Casino in Windsor and 2 nights at the Victoria Inn Clifton Hill. Tour Rossi Blas and attend a wine tasting at the Konzelmann Estate Winery. Optional sightseeing tours are available. Cash coupons, meal coupons, breakfast at Victoria Inn, tours, transportation, meals are included. Cost: $715.00 person/ double occupancy. Deadline to register March 22nd.

Luncheons and Entertainment Series

- **Tuesday, March 12th**: Irish Fest’s favorite band will be performing live! A special catered luncheon menu is Irish corn beef and cabbage, red potatoes, carrots, rye bread, limer Jell-O with pears, shamrock cake, milk and Starbucks coffee. Cost is $9.00 per person. Pre-payment and registration required by March 6.
- **Free Learning Never Ends**
  - April 1st: David Bartlett Technology Series, Connecting Differently Find out multiple ways to connect to the internet and television. 1:30-3:30pm
- **Free Blood Pressure Clinic at Lydell**
  - March 12th: 1:30 -2:30pm, Room 15
  (*no pre-registration required)

Unless noted all programs require pre-registration. For additional program and registration, contact Carolyn Noori, WFB Senior Program Coordinator at 963-3992.

**By Cindy Ieland, Director of Recreation and Community Education**
Do you feel the love, Whitefish Bay?

Dêys are finally getting longer and we are thrilled to have such great Merchants on Silver Spring Drive in Whitefish Bay. What’s new in the past year?

▶ Trouble and Sons Pizzeria located at 133 E. Silver Spring Drive. Anne Marie and Tamela, owners of Moxie were excited to expand their dining horizons in Whitefish Bay. The menu features a selection of classic Italian appetizers, soups and salads, but pizza is the star. Check them out at: https://troubleandsonspizzeria.com.

▶ Jordipher Creative located at 623 E. Silver Spring Dr. #212. Owners Christopher and Jordynn founded an arts collective and performing studio that offers group dance/theater classes, individual coaching, and creative services. I personally took tap classes and they were really fun! Check them out: https://www.jordipher.com.

▶ Lastly, Salon Rex located at 5585 N. Diversey. Owner Paul Weresch, began his career of more than 20 years in Milwaukee before pursuing his career on the coasts. He is happy to be back home. Check them out at https://www.vagaro.com/salonrex/.

March means St. Patrick’s Day. Make sure you get any party supplies, fun St. Patrick’s Day clothing, and that corn beef. The Merchants of Whitefish Bay will have what you need to make a fun celebration. March also means Spring Break travels, remember there are many options for clothing, luggage, and gear on Silver Spring Drive.

Summer is around the corner – Mark Your Calendars for the upcoming Merchants of Whitefish Bay Events.

▶ July 6, 2019: Farmers’ Market Starts

▶ ***NEW THIS YEAR*** July 13, 2019 and July 14, 2019: Whitefish Bay Art Festival on Silver Spring Drive. This event will be similar to the Third Ward Art Festival on Labor Day weekend. We can’t wait!

The Merchants of Whitefish Bay make up the vibrant shopping district in Whitefish Bay, Wisconsin centering on Silver Spring Drive. The WFB BID’s mission is “To champion the downtown Whitefish Bay business district as an exceptional place to shop, live and conduct business.”

Make sure you are following us on:
www.merchantsofwhitefishbay.com
Merchants of Whitefish Bay on Facebook (https://www.facebook.com/ShopWFB/)
WFB BID on Instagram (https://www.instagram.com/wfbbid/)
JUST A LITTLE DIFFERENT
A little more listening. A bit more care.