


AUGUST 2017

Bay Leaves



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Dear Residents,

Often when I write about a feature family, I find some type of correlation between the family and my own. In the case of our current feature family, the Burralls, the love story between them, reminded me of my own, and I thought you would enjoy reading about it.

In the summer of 1996, we were strangers at a tennis camp in California as high school students. With my husband-to-be, being from Ohio, and I from Wisconsin, how we both ended up at a camp in California is still a mystery to me. During the week long camp we got to know each other and attended the camp dance together. It was a young romance that was clearly going to end after camp came to a close. We did exchange home addresses, not e-mail addresses since that wasn't an option back then. Over the years we exchanged letters from time to time, always just as friends. Fast forward to 2002 and my husband wanted to come experience Summerfest. We hadn't seen each other since 1996, but when he came to visit, there was still a connection between us. At the time both of us were in college and the distance between us was only 2 hours, so we decided to give the relationship a try. I won't bore you with the rest of the details, but we just celebrated our 9th wedding anniversary, and have built a wonderful life together. Here is a picture from our week at camp in 1996. Thank you for allowing me to share both my story, and the stories of our local residents with you each month!



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Contact: Kathy Durand at (262) 716 4788, or

kdurand@bestversionmedia.com and

Christa Banholzer at cbanolzer@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

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

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North Shore Fire Dept. (non-emergency).....	(414) 357-0113
Village Hall	(414) 962-6690
Public Library.....	(414) 964-4380
Dept. of Recreation & Community Education	(414) 963-3947
Whitefish Bay School District.....	(414) 963-3921

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VILLAGE OF WHITEFISH BAY WISCONSIN

Julie Siegel Village President

Jenny Heyden..... Communications Specialist

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To Subscribe to the Village Weekly Online Newsletter, please send your e-mail address to Jenny Heyden, Communications Specialist, j.heyden@wfbvillage.org.

Water Utility – Water Conservation Tips

By Village of Whitefish Bay

1. When waiting for cold tap water to warm up, capture wasted water in a pitcher or watering can to water plants.
2. Fix leaks. A faucet that drips can waste up to 2,400 gallons of water a year. Most leaks are easy to repair.
3. Reuse water when you can. A bucket in the shower can catch water for plants and clean-up jobs.
4. Turn water off when brushing teeth or soaping in the shower. Use basins when you hand-wash dishes.

Save Water Indoors

Toilets

If your toilet is not a low-flow model, you can install a water-saving displacement device in the tank to reduce the amount of water needed to flush. Flush only when necessary.

Washing Clothes

Match your washer's water level to your load size. Repair any leaks from faucets, hose connections, or pipes. Look for water-efficient models when purchasing a new machine.

Shower and Sinks

Try a faucet aerator on your sink to reduce water use while maintaining flow. Take shallow baths. Keep showers short and use a low-flow shower head. A flow restrictor lets you maintain the faucet setting and shut off water at the shower head while soaping or shampooing.



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Police Department Alert: Transient Criminal Scams

Submitted by Whitefish Bay Police Department

Summer is a very active time for transient criminal activities. Three major crimes committed by transient criminals are:

- Home repair fraud
- Ruse entry burglary
- Burglary

Transient criminals who commit these types of crimes are usually career criminals, and specialize in this kind of criminal activity. They primarily target the elderly for their crimes. They are experts with profiling senior citizen's homes. They will target a home by the style of drapes, lawn maintenance, single garbage cans, and four door sedans.

Home repair fraud:

Transient criminals cruise residential neighborhoods searching for elderly persons outside of their homes. Once located, they approach the elderly person and offer to do some sort of home repair work (ex: driveway seal coating, tree trimming, roof repairs, etc.) The price might be very low, or very high, depending on the perceived mental state of the victim. If the price quoted is low, generally when the work is completed, the money asked is much higher. Any work done is usually substandard in nature. If given the opportunity, the suspects may commit a burglary to the home by distracting the home owner while another crew member searches the home.

Ruse Entry (burglary):

After selecting a home, the transient criminal will claim to be a utility worker, city employee, or a contractor in order to gain entry. They will enter the home using the ruse of checking water pressure, fuses, pipes, etc. While one transient criminal keeps the victim occupied (running water, checking lights, or even directing the home owner to the rear of the house to view out the back window), one or more additional subjects enter the home (undetected) and commit a burglary.

How to protect yourself:

Never allow someone to perform driveway sealing, or home repairs on the spot. Ask for a business card to check on the reputation of the business, and end the conversation. If possible, get a vehicle plate number and inform the police department of the activity. Do not negotiate or debate work that needs to be done. Transient criminals will press a sense of urgency.

Never let anyone into your home – if someone claims they need assistance, tell them you will contact the police to assist them. If they indicate they are with a utility company, call the utility company to verify the work.

If you are approached while you are outside, do not let anyone roam your property. This usually gives them an opportunity to check for open doors while you are being distracted.

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NORTH SHORE HEALTH DEPARTMENT

Submitted by Sanja Miljevic, RN, BSN

Lyme Disease Information

Lyme disease, caused by the bacterium *Borrelia burgdorferi*, is transmitted through the bite of an infected blacklegged tick. In 2016, there were 1,491 confirmed cases in Wisconsin, with most cases occurring in June and July. Although Lyme disease is more common in Northern Wisconsin, there have been locally-acquired cases of tick-borne diseases in Milwaukee County. Residents and travelers in areas where ticks are prevalent should be especially vigilant, but it is important to do tick checks regularly if you are spending a lot of time outdoors, regardless of where you live. Lyme disease is just one disease that can be transmitted from ticks. Other diseases include Powassan disease, Ehrlichiosis, and Babesiosis (see <https://www.cdc.gov/ticks/diseases/index.html>).



Prevention

- Avoid areas with tall grass and brush where ticks are common.
- Apply repellents that contain at least 20% DEET.
- Wear clothing treated with 0.5% permethrin.
- Shower soon after coming indoors.
- Seek health care promptly if symptoms develop, including fever, rash, and muscle or joint pain.



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Removal

- Using tweezers, grab the tick close to the skin and pull upwards, away from the skin.
- Do not twist, yank, burn, or squeeze the tick's abdomen, as disease-causing organisms are more likely to be found in the abdomen.
- Clean the bite site and hands with soap and water and apply antiseptic.
- Put the tick in a ziplock bag and save it in the freezer for a month (rash may appear up to 30 days after a bite) for later identification if necessary.

For more information on Lyme Disease:
<http://www.cdc.gov/lyme/>

<https://www.dhs.wisconsin.gov/publications/p01295.pdf>



August Clinics

Immunization clinics:

Appointment required
 Tuesday, August 8th 10:00-11:00am - Brown Deer
 Thursday, August 10th 3:30-4:30pm - Shorewood
 Tuesday, August 15th 7:30-9:00am - Shorewood
 Wednesday, August 16th 3:30-4:30pm - Brown Deer
 Tuesday, August 29th - 3:30-4:40pm - North Shore Library

Adult Health:

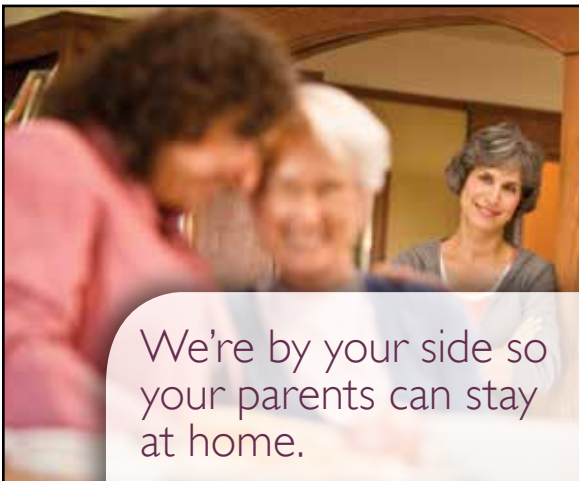
Appointment required
 Wednesday, August 16th 8:00-10:00am - Brown Deer
 Tuesday, August 22nd 8:00-10:00am - Shorewood

Blood Pressure:

No appointment needed
 Wednesday, August 2nd 12:45-1:15pm - Lois & Tom Dolan Community Center - Brown Deer
 Wednesday, August 23rd 3:30-4:30 - Shorewood

Please call the North Shore Health Department for an appointment at 414-371-2980.

For the most up-to-date information on upcoming clinics and screenings, visit the Clinics page of our website: <http://www.nshhealthdept.org/Clinics>.



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WHITEFISH BAY PUBLIC LIBRARY

Katie Kiekhaefer, Head of Youth Services and
Scott Lenski, Community & Adult Services Librarian

August is the month for robotics exploration for teens (grades 6-12) at the Whitefish Bay Public Library. Teens can sign up to attend one or both of our Mindstorm Monday sessions, where we'll work with Lego WeDo and Lego Mindstorm kits to design, build, and program robots with Lego bricks, technical components like sensors and motors, and kid-friendly software. These sessions will be on Mon., Aug. 7, and Mon., Aug. 14, from 1-3pm. Lego WeDo and Lego Mindstorm kits are supplied by the MKE Mixers, Milwaukee County Library's own mobile makerspace. Learn more about the service they offer Milwaukee Public Libraries at mkemixers.org.

For kids into the game of Kendama, we're also offering another session of our

popular Kendama Meet-Up for 4th and 5th graders on Tues., Aug. 8, at 10am. Kendama is a traditional Japanese cup and ball game that's all the rage. Join fellow Kendama players and show off your skills. All skill levels are welcome, including beginners!

Finally, our annual Photography Contest is still ongoing! We're accepting submissions from amateur photographers of all ages through Mon., Sept. 11. This is our second year of the contest, sponsored by Friends of the Whitefish Bay Public Library, with prizes in eight categories, including Best in Show. Visit the Library's web site, wfblibrary.org, for more information. Entry forms are at the Adult Services desk or on our web site.

View the full calendar of events at the Library at wfblibrary.org. ●



WHITEFISH

ALUMNI

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

Back to School

Tuesday, September 5, 2017

High School:

September 5th – Freshmen all day /
Grades 10-12 begin at noon

Cumberland & Richards:

Junior Kindergarten (K4) has a staggered schedule on September 5th and 6th. Please see letter sent home at the end of the school year or in placement envelope given at registration, for assigned times.



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Whitefish Bay Community Shows Love and Support for Teacher Mr. Bloomingdale

Having worked for the Whitefish Bay school district for over 40 years, Tom Bloomingdale, or Mr. B, as many students affectionally call him, has had an impact on thousands of people. His career in the district began in 1967, starting off teaching 7th grade science at Richards school, which previously went up to 8th grade before the Middle School was formed. After teaching science for over 25 years, he switched his focus to become a school counselor for the Middle School during the last 15 years of his career. He retired in 1996, and sadly this past year was diagnosed with Stage 4 cancer, given a limited time left to live. His daughter, Kirsten Bloomingdale, wanted to gather a few memories from former students, so began a card writing campaign. What started off as a small request from a few friends, has turned into hundreds and hundreds of letters being sent into Mr. Bloomingdale from his former students. The stories shared in the cards have been remarkable and all very heartfelt. In true teacher form, with every card that is read, Mr. Bloomingdale remembers that student, and often has a sweet story to tell about them as well. Thank you Mr. Bloomingdale for over four decades of teaching in the Whitefish Bay community, and we know your memory will live on in the minds of all your former students. ●

Back to School Registration and Events:

Cumberland & Richards

Registration:

Thursday, August 17

7:00 am-6:00 pm

Friday, August 18

8:00-12:00 pm

Meet and Greet:

Thursday, August 31 -- 4:00-5:00 pm /

PTO Social -- 4:30-5:30 pm

Middle School

Registration & student picture

day: Thursday, August 17

7:00 am-4:00 pm.

Student Council's Back to School

Picnic: Monday, August 28

4:00-6:00 pm,

High School

Picture Day & pick up textbooks:

Tuesday, August 15 – 8:00 – 12:00 pm

Tuesday, August 22 – 12:00 – 4:00 pm

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WHITEFISH BAY RECREATION DEPARTMENT AND COMMUNITY EDUCATION



By Carin Keland, Director of the Recreation and Community Education Department for the School District of Whitefish Bay

Flag Football Leagues - Deadline is August 11th

Don't miss out on the chance to get in on the fall rec flag football season! Registration deadline is August 11th. The league is parent coached and includes a half an hour practice before each game. Parents and players are needed!

Fall Flag League Schedule
Saturdays - Sept 9 – Oct 28
12:30-4:00 pm (Games will be scheduled during this time)

Grades: 1 thru 4 as of 2017-18 school year
Fee: \$50/resident, \$60/non-resident

Connects Before and After School Program

is Currently Accepting Registration for the 2017-2018 school year The start of school is right around the corner. Do you have your before and after school child care arrangements

made yet? The Whitefish Bay School District provides Before, After and K4 Wrap-Around Care through its Connects Program for its students that attend Richard and Cumberland Elementary Schools. Registration for the 2017-2018 school year is currently in session. All registration takes place at Lydell Community Center please call Laura at (414)963-3801 for registration materials and assistance.

Fall Recreation and Community Education Program Guides Expected Mid-August!

Whitefish Bay Mail Carriers should have the Fall Recreation and Community Education Guides delivered to Whitefish Bay residents by mid-August. Don't wait to sign up for your most wanted classes. Programs can fill quickly!



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WHITEFISH BAY SENIOR “55 AND BETTER” PROGRAMS

... In the Community for the Community

By Carolyn Noori, Senior Program Supervisor for Recreation and Education Department for the WFB School District

Mackinac Island-It's a Grand Time on the Island

It's a grand time at the Grand Hotel! Experience all the special activities surrounding the last weekend of the season in Mackinac! 2 nights/3 days October 28-30. Registration and payment deadline is August 20th. Hotel Accommodations, The Grand Hotel, all transportation and 4 meals included. Double Occupancy \$769, Single \$999 and Triple \$755. Additional details available at the Lydell Community Center.

Door County's Lights & Sights

3 Days: September 6-8, 2017. The trip includes all lodging, transportation and 4 meals. Experience all the Door has to offer with a 3 Day Tour that highlights Door County's lighthouses,

quaint villages, and natural landscapes of Door County. You will experience Lake Michigan and the Bay of Green Bay Shores at peninsula State Park and Cave point County Park and more... Registration and final payment is due August 3, 2017. Hotel Accommodations at Rowley's Bay Resort. Double Occupancy \$625, Single Occupancy \$715, Triple \$610. Additional details available at the Lydell Community Center.

The fall senior exercise classes held on Mondays, Wednesdays and Fridays starts September 6th at Lydell Community Center

- Low Impact Aerobics 8:00-8:45am
- Stretch and strength 8:50-9:35am

- Total Fitness 11:15-12:10pm

All participants must be pre-register with the Recreation Department

Senior Luncheon

Tuesday, September 12 - Live Bluegrass performance by Libra! 11:30am-1:45pm.

Menu: Baked chicken, oven potatoes, fresh green beans, salad, rolls, and milk, coffee and chocolate cake! Cost \$9.00. All participants must be pre-registered.

For additional program and registration information, Contact Carolyn Noori, WFB Senior Program Coordinator at 414-963-3992 or Carolyn.noori@wfbschools.com.



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WHITEFISH BAY CIVIC FOUNDATION

By Crystal Luehne, Sounds of Summer Producer on behalf of Whitefish Bay Civic Foundation and Cindy Seamann

Save the Date! Sounds of Summer

Saturday, August 19 — A musical street festival on the east end of Silver Spring presented by Whitefish Bay's Civic Foundation!

- 5:30-7:00 PM Extra Crispy Blues Band
 - 7:00 – 8:00 PM Rhythm Method (80s Tribute)
 - 8:30-10:00 PM Light Up! A Tribute to Styx
- Plus food, beer and great music!



I Scream, You Scream, We All Scream for Ice Cream!

The final Ice Cream Social for the 2017 season will take place Wednesday, August 2 from 6:30-8:00 p.m. at Old Schoolhouse Park. Indulge in a free sundae or root beer float while enjoying live music from the Whitefish Bay Community Band.

Mark Your Calendars
The Great Pumpkin Festival – Oct. 25-29
Holiday Stroll – Nov. 24

Visit the Whitefish Bay Civic Foundation for more details. wfbcivicfoundation.org. Or follow us on Facebook. <https://www.facebook.com/whitefishbay.civicfoundation/>.



About the talent:

Extra Crispy Brass Band celebrates New Orleans-style brass band music inspired by great contemporary bands such as the Dirty Dozen, Hot Eight, Rebirth, New Birth Brass Bands and traditional outfits, such as, Olympia and Mahogany Brass Bands. The band's repertoire includes pieces by Louis Armstrong and Sidney Bechet, modern funk tunes, and originals.

Rhythm Method is a 70's and 80's classic rock band from Milwaukee. The band has been a staple of the Milwaukee music community since 1992, and continues to be a top drawing act today.

Light Up - A Tribute to Styx

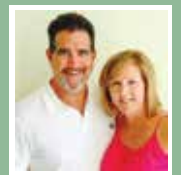
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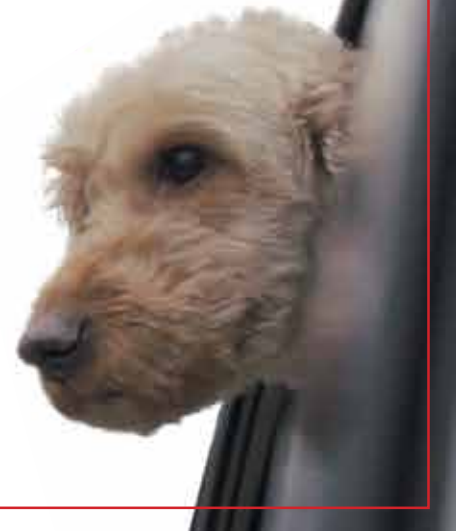


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Traveling from the shores of Lake Michigan to the English Channel

By Christine McBride

The Disney movie "Finding Nemo" taught us with Dory's wise words "When life gets you down do you wanna know what you've gotta do? Just keep swimming. Just keep swimming. Just keep swimming." Next August, when Grant Burrall begins the challenge of swimming across the English Channel, he will likely be thinking "just keep swimming" in his head. Luckily for Grant, his wife Anna will be cheering him along in the escort boat.

Swimming is a passion that Grant and Anna both share, and actually first brought them together over 30 years ago when they were both swimming at the Schroeder YMCA as children. Although the two never attended the same school, with Grant going to Cedarburg High School and Anna attending Shorewood High School, they remained good friends and began dating over a decade later, when both had started college. While the pair again attended different schools, Grant at the University of Notre Dame, later receiving his MBA from Georgetown University, and Anna at Duke University, they remained a couple. Both swam at the collegiate level for their schools, but with a repeated shoulder injury, Anna's swimming career was cut short. "Truth be told, Anna was the much more talented swimmer between the two of us," says Grant. "With our children now starting off in swimming we joke that we hope they were gifted Anna's talent and my shoulders."

The couple moved to Washington, D.C. and then got married in 2007 at St. Robert's in Shorewood, which holds significance to Anna because her parents were married there 30 years prior. After their first child, Julia, was born in 2010, they realized they wanted to move back to Wisconsin to be closer to family and friends. Of that decision Anna says, "We settled in Whitefish Bay because of the sense of community, the proximity to friends, and the schools are all second-to-none. We love the feeling of walking down the street and running into friendly faces at every turn. We are truly happy we made the decision six years ago to relocate



Story By Christine McBride | Photos by Boutique Photographer, Linda Smallpage

from D.C. to Whitefish Bay.”

Aside from Julia (7), the Burrall family consists of Oliver (5), and James (2). Both Julia and Oliver attend Cumberland and James will be starting preschool in the fall. This past year Julia was old enough to begin swimming at the Schroeder swim program, the same program her parents met at over 30 years ago.

When not under water, Grant works for Montage, and Anna works for a D.C.-based consulting firm, and MatchPoint, a communications consulting company based out of Whitefish Bay. She is also helping her younger sister launch an online children’s clothing store, BlackBear Children’s Boutique.

The past few years Grant has been training hard to conquer swimming across the English Channel. To put it in

perspective, more people have climbed Mount Everest, than have swam across the English Channel. While the distance is technically 21 miles, the current movement adds on additional distance. The fastest recorded time is just under 7 hours, while the longest is 28 hours. The swimmer must wear an outfit that is both sleeveless and legless, and with the water temperature typically a brisk 60F, many grease themselves up with goose fat for insulation. A pre-arranged escort boat will ride alongside Grant while he swims, and because the swimmer is not allowed to touch another human during the challenge, any food needed for fuel, such as protein bars, are passed to him by a long pole from the escort boat. “This will be the most difficult physical challenge of my life. My training regiment this past year

has focused on distance and open water races. Next year the focus switches to cold water acclimation, in addition to more distance and open water swims. When I finally take on the English Channel, my swim will also depend heavily on mother nature that day, and that is the area no one can do anything but hope for sunny calm water,” said Grant.

He will have a great cheering crew both by boat and on land with his family planning to travel to England for the event. His children will now likely make him a poster saying “Just keep swimming” to remind him that is his one job for the day! ●

What’s your story? Email me at cmcbride@bestversionmedia.com and I’ll help you tell yours!

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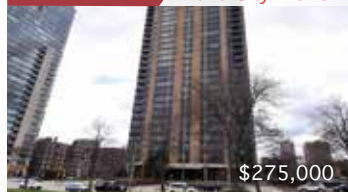


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We’d like to thank Sarah Fetterley of Shorewest for bringing you this month’s cover story.

NORTH SHORE FIRE AND RESCUE



Follow Up: Shutting Off Our Washer and Dryer While We Sleep What's The Deal With That?



By: Lieutenant Dan Tyk, North Shore Fire/Rescue,
EMS Manager & Community Relations Officer

A few issues ago, we submitted an article that discussed several important safety items surrounding clothes washer and dryer use. At the end of the article, in bold print, we reminded everyone to ensure that these appliances were always shut off before going to bed or leaving home. This caused some readers to inquire why this recommendation was made; so we thought we would provide a little follow up.

Between 2010-14, fire departments across the united states responded to approximately 15,970 home fires involving clothes dryers or washing machines alone. These fires resulted in 13 civilian deaths, 440 injuries, and more than \$238M in property damage. While not all of these fires occurred at night or without anyone home, it is easy to see why running washers and

dryers when you are away might be dangerous.

In 1998, a family of five from Bayside was killed when their home caught fire while they slept during the night. While no formal cause was ever determined, investigators felt strongly that the area of origin was around the location of the clothes washer and dryer; and indications were that it had been running at the time of the fire.

Regardless of efforts to clean lint and dust from a dryer, there can still be build-up occurring in areas of the appliance that you cannot see without taking it apart. Additionally, like any gas or electric appliance, there is some level of danger with use if the unit fails to operate appropriately. While smoke alarms can certainly save lives when used and replaced correctly,

there are studies that question their ability to effectively wake adults and children in deep sleep. By only using these appliances while you are awake, you provide yourself the best chance at being warned of any problems, giving you the most time possible to safely evacuate and call the fire department for help.

So, the next time you are thinking about throwing in a load of clothes as you head to bed or out the door, take a minute to consider how holding off might just save your house, or more importantly, your life.

For more information about other safety or health related topics, visit our website, www.nsfire.org, or call our Community Risk Reduction Bureau at (414) 357-0113.

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Whitefish Bay Community Band Celebrates 30 Years

This summer, The Whitefish Bay Community Band will celebrate its 30th year of outdoor summer concerts for the Village of Whitefish Bay. The Foundation has been very much a part of the Band's history and support going back to the Band's founder Wade Mosby (non-musician), after serving three terms as a Foundation director in 1986, felt the Village was missing something and decided to create a band. Wade persuaded George Hardy (musicians) to take on the musical part of making a band work while he did the rest. Wade reorganized the band in 1998 after a year of inactivity with the help of George and Wally Just. Present day, George is still playing tuba in the back row while Tom Mohr, charter member and former president, sits right in front of George with his trombone. There is also a great amount of Village support, especially from the Department of Public Works, which provides the tent, chairs and power for the concerts.

The band has been composed of all volunteers, with the recent growth factor being the addition of a professional director, Stanford Luth, who retired as the WFB HS Band Director will lead the Community Band for his second season. Goals include establishing the band as an opportunity for high school students to continue their music in the summer, while encouraging others to find an instrument and play. Financial support makes these concerts possible, and the band appreciates any contributions from businesses and the public to help cover expenses. They can be sent to our Treasurer Donald Taylor 6541 North Braeburn Lane, Glendale, WI 53209.

The Band looks forward to celebrating 30 years of concerts in the park this summer with the Village community! ●



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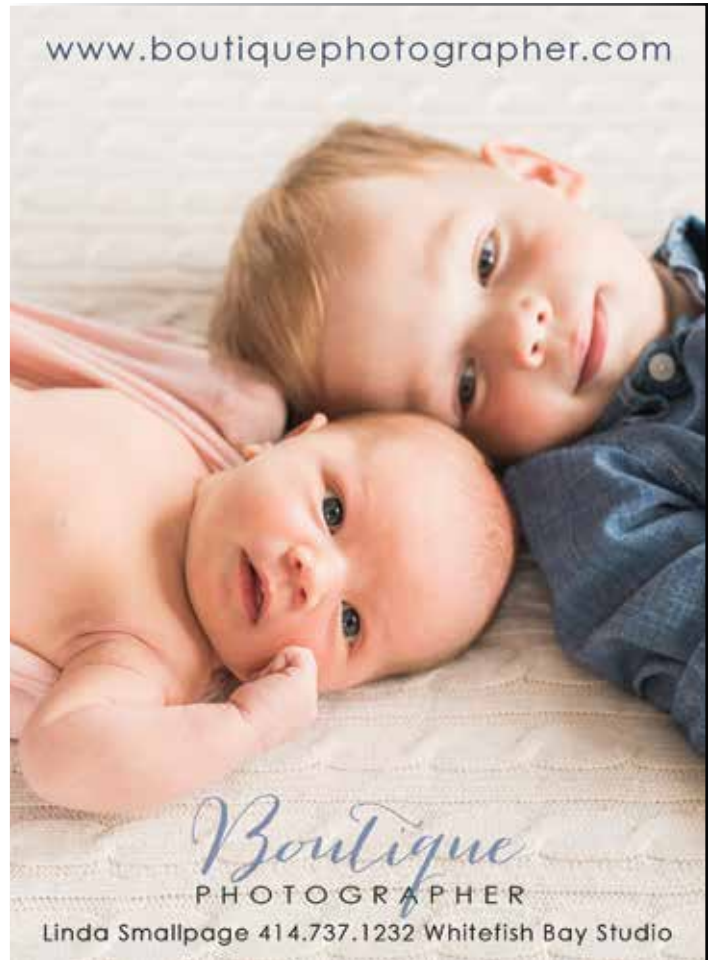
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Enjoy the Last Month of Summer on Silver Spring!

By Katie Commer,
Whitefish Bay Business Improvement District (BID)

Can you believe that it is August already? The Side Walk Sale-A-Bration and Farmers Market have been a great success; in fact the Farmers Market is in full swing until October 8th, so check it out! If you have not been there yet, meet your friends for breakfast, and chat with the people who grow and make your food. The new vendor mix of products has helped to grow the market and the consumer traffic to the Bay, new vendors will continue to be added each week. The Farmers Market continues to provide the community with locally sourced produce, baked goods, honey, flowers, body care products and much more.

The Farmers Market is held every Saturday from 8:00 a.m. to noon on/just off of Silver Spring Drive, and continues through October 8th. For more information about the market and recent photos, "like" the market on Facebook: <http://www.facebook.com/wbfarmmkt/> Thank you for supporting the Whitefish Bay Farmers Market and supporting local businesses! ●



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Three Generations of the Sommer Family

While car shopping can seem overwhelming, Sommer's Automotive hopes its friendly client relationships make the car buying process both enjoyable and fun. The business was originally started as a gas station based in Mequon back in 1947 by John and Wally Sommer, who had the entrepreneurial spirit to expand the business. Acquiring the Buick and Pontiac car lines, the company moved to its current location off of the corner of Mequon Road and Wauwatosa Road in 1978. The group continued to expand and they added the Subaru and GMC brands to their car lines. They went from a simple mom and pop gas station to an automotive group selling nearly 4,000 vehicles per year.

The company remained in the Sommer family and is currently co-owned by Don and Wally. Two third generation members of the Sommer family, Grant, a Whitefish Bay resident, has been part of the management team in the sales and marketing department for almost a decade. Elizabeth Sommer, also a Whitefish Bay resident, is joining Sommer's in Human Resources. "We have built this business on trust and customer satisfaction. Customers referring their family members and friends have been an important part of our growth," said Grant.

A member of the Sommer family is always available for customers and employees to discuss matters. Don, Wally and Grant are onsite and are involved in numerous customer interactions to ensure customer satisfaction. Even the family dog, Tyler, is often seen around the dealership and has been promoted to Sommer's official mascot. The personal touch is a key reason for

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Help Grow Sommer's Automotive

By Christine McBride



The furry mascot Tyler

their success over the last 60 years and the company is the number one Subaru Dealer in Wisconsin. "The automotive market has been unbelievably strong for a number of years, so while we are currently enjoying that, when the economy changes, you have to rely on the customer relationships you have built during the good times to do well during more difficult times. We are grateful to the customers that have been loyal over the years," said Don.

As a local family business, the Sommer family believes that the community has a great impact on their success. "We owe our success to all of the local communities that surround us, and to the great state of Wisconsin. We consider it an opportunity to support various organizations in our community where we do business," said Wally. Some of the ways that Sommer's Automotive supports the local community is through the Mequon-Thiensville Education Foundation, Whitefish Bay Education Foundation, Homestead Athletics, Big Brothers Big Sisters, Portal Inc, the local Rotary clubs and many community events.

The family dynamic is a positive one which makes the work days fun for everyone, both customers and employees. Grant recalls a family memory saying, "I've only heard my father Wally and uncle Don arguing once at work, and it was over who would get the Usinger's gift boxes that year for a Christmas gathering. We try our best to make this a fun experience and enjoy our work days with our customers. If it's fun for them, then it's fun for us."

Sommer's offers numerous methods to accommodate any customer need. While most prefer to stop into the dealership and develop a relationship with a sales person, others enjoy the ease of buying directly over the Internet. In either situation the goal of Sommer's Automotive is to offer a positive experience to the customer. The dealership is located at 7211 W. Mequon Road, or online at www.sommerscars.com, or call in to speak directly to someone at 888-494-4193. One of the owners will gladly help you find your next perfect car! ●



Sommer's Automotive Presenting a check for \$59,000 to the non-profit group Portal, Inc.

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BUSINESS PROFILE



Bartolotta Restaurant Group

Elevating Our Dining Experiences

By Julia Jaegersberg | Photographs by Front Room Photography



Thank goodness brothers Joe and Paul Bartolotta realized their dreams of sharing the traditional Italian cuisine that they were raised on and opened restaurants throughout the Milwaukee area – so we're all invited to dinner!

As children in Wauwatosa, Joe and Paul enjoyed large gatherings that centered around unbelievably good food and plenty of love. Paying homage to the family name, they opened Ristorante Bartolotta in March of 1993. Embracing the culinary concept of "cucina rustica," the restaurant offers simple, traditional Italian dishes using the freshest ingredients available.

"I have never been in this business to make money, that has never been what drives me," says Joe. "I love taking

care of people, cultivating and grooming employees, and creating opportunities for people. If you take care of your employees and your guests, and serve delicious food in beautiful restaurants, making money will happen."

According to Joe, the restaurant group was founded on five tenets of operation:

- ① Taking care of our employees
- ② Taking care of our guests
- ③ Taking care of our vendors
- ④ Taking care of community
- ⑤ Profit/making money

Joe recalls a special day a few years ago at the company's "Breakfast with Santa," when he saw one of his employees,



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who had been with them for more than seven years, walking away holding his kid's hands. "At that moment, I felt really proud that I had something small to do with that – he met his wife in our restaurants and now they have a life together."

On a personal note, Joe and his wife are dog lovers. "We have three dogs right now and we will probably add more because having one dog is the same as having five," exclaims Joe. "I also have two daughters, Mary and Anna. My position as an owner has allowed me to have the flexibility and freedom to be able to spend as much time as I wanted with them. I feel very fortunate to have found something that I truly love to do every day."

From a growth standpoint, Joe believes that Milwaukee is in an interesting place. "There have never been more cranes in the sky. The younger generation is having a dramatic impact on the city's fabric and moving the city in a more positive direction. I think there is an adjustment where we have to figure out how to improve race relations and it is everybody's responsibility, and particularly business owners, to step up and make an active contribution to our city." ●

BARTOLOTTA RESTAURANT GROUP TIMELINE

1993 Ristorante Bartolotta Opens

Rustic Italian cooking of Central and Northern Italy, featuring handmade pastas and a chef's seasonal menu.

1995 Lake Park Bistro Opens

Classic French with stunning views of Lake Michigan.

1999 Mr. B's Steakhouse Opens

Unique 1,100-degree wood-burning oven ensures juicy steaks with caramelized, buttery crust.

2003 Pizzeria Piccola (Wauwatosa) Opens

Authentic, thin-crust Neapolitan pizzas baked to perfection in a wood-burning oven.

2004 Bacchus Opens

Contemporary American cuisine with fresh, seasonal ingredients. Sleek setting with a big-city feel.

Bartolotta Catering & Events Company Established

Introducing Discovery World and The Grain Exchange as Milwaukee's most impressive venues with delicious menus.

2006 Bartolotta Catering at Discovery World

Offers stunning views of Milwaukee's lakefront and the city's skyline with flexible indoor and outdoor spaces anchored by four-star cuisine.

2009 Northpoint Custard (Bradford Beach) Opens

The city's best frozen custard and burgers served from May to September along Bradford Beach.

Partnership established with SSP America at Mitchell International Airport

Opened Nonna's (Concourse D), Northpoint Custard (Main Terminal) and Pizzeria Piccola (Concourse C).

The Grain Exchange

The most recently introduced Bartolotta Catering & Events venue is a nearly 10,000-square-foot space with elegant and grandiose décor located in downtown Milwaukee's historic Mackie Building.

2010 Harbor House Opens

A Bartolotta-managed property established through a partnership with Michael Cudahy, offers daily fresh fish and a raw bar. The New England-style seafood restaurant is set on the shores of Lake Michigan in downtown Milwaukee.

2011 The Rumpus Room Opens

Traditional, European-inspired gastro pub with unique pub fare, the city's largest beer, wine and spirits menu and a modern-meets-vintage feel.

2012 Joey Gerard's - A Bartolotta Supper Club Opens in Greendale and Mequon

A modern spin on the classic supper club in the heart of historic Greendale and along the Milwaukee River in Mequon. The menu features comfort food and classic cocktails at their finest.

2014 Miss Beverly's Deluxe Barbeque and Downtown Kitchen Open

Miss Beverly's offers barbecued pork and ribs, beef brisket, fried chicken, and traditional sides in a fast-casual setting. Downtown Kitchen is the go-to gathering place for breakfast, lunch, meetings and more in the U.S. Bank Center in downtown Milwaukee.

2016 Bartolotta Catering and Events takes over event and restaurant operations at Milwaukee's Italian Community Center

2017 Joe and Paul Bartolotta selected as semi-finalists for the James Beard Foundation award for Outstanding Restaurateur

For Bay's Bootleggers, Old Habits Died Hard

By Jeff Aikin, Chair, Whitefish Bay Historic Preservation Commission



Three years after Prohibition, old ways still reigned for Whitefish Bay's bootleggers.

When Prohibition commenced in 1920, barkeeps and restaurateurs needed ways to slake customers' thirsts. To stretch supply, name-brand spirits were cut with water, grain alcohol, or cheaper brands. When Prohibition ended in 1933, bootleggers had a profitable business model and no reason to change.



residence of Al Tusa, man about town, in a fashionable section of Whitefish Bay. They uncovered an elaborate alcohol cutting and fake whiskey production plant."

Agents staked out the home at 4751 N. Woodburn St. from a top-floor classroom at Cumberland School. Agents seized a car containing 200 gallons of alcohol and found 30 cases of illicit whiskey and moonshine-making apparatus in the basement.

The Whitefish Bay bust and other raids netted 45 defendants in a multi-state liquor ring overseen by Tusa, a nightclub operator dubbed "last of the Wisconsin bootleg barons."

Why was there still bootlegging when booze was now legal? An adjoining Sentinel story explained. "High Taxes Blamed for Bootlegging," the headline read. ●

"RAID LIQUOR PLANT IN GOLD COAST HOME" screamed the headline atop the November 14, 1936 Milwaukee Sentinel. The lede read:

"Sweeping into Gold Coast territory for the first time since Prohibition began making illicit liquor operations popular, federal agents yesterday raided the sedate

Whitefish Bay Women's Club Celebrating 100th Anniversary

Continuing to celebrate our 100 year anniversary, the Whitefish Bay Woman's Club is holding an Open House on Sunday, August 20th from 1pm to 4pm. The venue is our clubhouse at 600 E. Henry Clay St.

Free appraisals will be held for 40 preregistered participants by Mark Moran. Moran, former senior editor of Antiques and Collectibles Books, is author/co-author of more than 25 books on the subject. His expertise has led to his past inclusion as a guest appraiser on Antiques Roadshow. Mr. Moran will be holding the appraisal event, examining and evaluating the items brought in by community members. Categories include fine art, furniture, ceramics, glassware, vintage photographs, folk art, toys, metalware, advertising, clocks and costume jewelry. Weapons, fine jewelry, coins, pocket/wrist watches, and musical instruments are excluded. Questions on what qualifies as acceptable items can be submitted to Moran at 715-281-5060 or by email to moranm1953@gmail.com. Registration begins on August 1st. Prospective participants can call Mary at 262-242-4683 between 9am and 7pm to register an item. You'll soon get a call back.

The Whitefish Bay Woman's Club will be serving light refreshments and giving building tours. Not only are the evaluations free, but there is no admission charge to our event and spectators are welcome. ●

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131 W Lancaster Ave	2	\$225,000	\$225,000	4783 N Woodburn St	36	\$469,900	\$460,000
4634 N Oakland Ave	5	\$269,900	\$273,500	5000 N Cumberland Blvd	65	\$540,000	\$543,500
4843 N Hollywood Ave	2	\$275,000	\$287,000	5443 N Berkeley Blvd	33	\$599,900	\$611,000
5144 N Bay Ridge Ave	36	\$279,900	\$279,000	5426 N Kent Ave	37	\$619,900	\$590,000
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4647 N Morris Blvd	3	\$379,900	\$375,000	910 E Silver Spring Dr	227	\$750,000	\$645,000
4626 N Morris Blvd	35	\$389,900	\$410,000	6123 N Berkeley Blvd	44	\$819,900	\$798,000
4779 N Newhall St	7	\$399,900	\$415,000	5826 N Maitland Ct	69	\$849,000	\$810,000
5440 N Berkeley Blvd	27	\$435,000	\$410,000	6211 N Bay Ridge Ave	90	\$1,175,000	\$1,175,000
5964 N Kent Ave	1	\$440,000	\$433,500				

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Contact me to find out what opportunities the home sale data above may create for you.



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