

September 2020

Bay Leaves

*Music
AND Magic*
WITH THE

Davidson Family

Photo by Boutique Photographer



Best Version Media



The best home to be in is your own.

Whether you are looking for someone to help an aging parent a few hours a week or need more comprehensive assistance, Home Instead can help.

Home Instead CAREGivers™ can provide a variety of services. Some include:

- Personal Care
- Memory Care
- Meals & Nutrition
- Transportation
- Household Duties
- Respite Care
- Hospice Care Support
- Care Management

Call today for an assessment and consultation with a Nurse Care Manager

414.239.9612



HomeInstead.com/315

Each Home Instead Senior Care® franchise office is independently owned and operated. © 2019 Home Instead, Inc.

Thank you to all the Frontline Heros!

COLDWELL BANKER

Kelsey Wenner
414.465.9123
kelsey.wenner@cbexchange.com

Owned by a subsidiary of NRT LLC

BVM Best Version Media
"Bringing People Together!"



Publishers: Christa Banholzer and Kathy Durand
BayLeaves Project Coordinator: Beth Raab

PUBLICATION TEAM

Content Coordinator: Christine McBride
Designer: Laura Wire
Contributing Photographer: Boutique Photographer

ADVERTISING

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

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

CONTENT SUBMISSION DEADLINES

Content Due	Edition Date
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
November 20	January

IMPORTANT PHONE NUMBERS

Emergency	911
Police Administration	(414) 962-3830
Police (non-emergency)	(414) 351-9900
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

Any content, resident submissions, guest columns, advertisements and advertorials are not necessarily endorsed by or represent the views of Best Version Media (BVM) or any municipality, homeowners associations, businesses or organizations that this publication serves. BVM is not responsible for the reliability, suitability or timeliness of any content submitted. All content submitted is done so at the sole discretion of the submitting party. ©2020 Best Version Media. All rights reserved.



DEAR RESIDENTS,

Well, 2020 has certainly thrown us all for a loop. Oftentimes it has felt like nothing else could possibly go wrong...and then it does. For our family, one evening in July our dog went running outside, let out a loud yelp and suddenly was unable to walk. After going to the vet, she was diagnosed with a broken bone, requiring a cast for six weeks. Adapting to change has been the theme of this year.

Our feature family, the Davidsons, can relate to change, having moved states five times in the last decade. Enjoy their story and reading about why they are happy to call Whitefish Bay their forever home.



CHEERS,

Christine McBride



VILLAGE OF WHITEFISH BAY WISCONSIN

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.

EXPERT CONTRIBUTORS



**HEALTH AND WELLNESS
BEHAVIORAL HEALTH EXPERT**
Rogers Behavioral Health
800.767.4411
https://rogersbh.org



**REAL ESTATE
ESSAM ELSAFY**
Shorewest Realtors®
(414) 350.4611
eelsafy@shorewest.com

To learn more about becoming an expert contributor, contact **KATHY DURAND** at (262) 716 4788 and kdurand@bestversionmedia.com, or **CHRISTA BANHOLZER** at cbanholzer@bestversionmedia.com

**HERE TO PROTECT YOUR TODAY.
HERE TO PROTECT YOUR TOMORROW.**

Protecting the things you've worked hard for today is an important step towards making your dreams for the future your reality. Let's talk about your future plans, and how I can help you protect them.



Mandi Gramoll Lococo, Agent
Gramoll & Associates Inc
4484 N Oakland Ave, Shorewood
Bus: (414) 332-0838
gramollassociates.com



Andrea Liegl, Agency Branch Manager
Gramoll & Associates Inc
Bus: (414) 332-0838
alieg@amfam.com



Deana Volpe, Sales Specialist - All Lines
Gramoll & Associates Inc
Bus: (414) 332-0838
dvolpe@amfam.com



American Family Mutual Insurance Company, S.I. & Its Operating Companies, American Family Insurance Company, 6000 American Parkway, Madison, WI 53783 011780 - Rev. 6/18 ©2016 - 12186431





We all know that finding your soulmate is nothing short of magical. For Emily and Jonathan Davidson, the magic of their relationship began when both were starring in a musical at Indiana University. Emily grew up in small town Wabash, Indiana and Jonathan is from Highland Park, a suburb of Chicago. Both ended up at Indiana University (IU) for undergrad and shared a love of the theater. Jonathan was majoring in theater, and participated in as many productions at IU as he could. He also enjoyed helping behind the scenes with set design. Emily was a biology major with her sights set on attending medical school. She shared a love of the theater and is known for her beautiful singing voice. They both were members of the Singing Hoosiers - the show choir that the show *Glee* is based on.

After three years of living the California lifestyle and being long-distance with Emily, who was in medical school at the University of Chicago, love brought him back to the Midwest. "It was during my third year of medical school that we got married and began our life together in Chicago. I've always been a Midwestern girl, so moving to L.A. wasn't in the cards," said Emily, while Jonathan laughed at her clever play on words. The next year Jonathan completed his masters in teaching



Upon graduation, Jonathan chased the movie star dream and moved to L.A. where he was featured in a variety of small roles. He found his niche in the world of magic through the world famous Magic Castle, an exclusive club for magicians. "My grandfather peaked my interest in magic when I was only 4, so growing up I was always learning new tricks," said Jonathan. He is known as a close up specialist, meaning his tricks work with a smaller group and has a strong focus on cards or ropes, versus a large audience with bigger props.

CONTINUED ON PAGE 6

Music AND Magic WITH THE

DAVIDSON FAMILY

REMODEL. REPLACE. RETHINK YOUR WINDOWS.

MARVIN 

Bliffert Lumber offers quality products from Marvin.

Call or visit us today to learn more.

HARDWARE HOURS

Mon-Fri 7am-7pm Sat 8am-6pm Sun 9am-5pm

LUMBER HOURS

Mon-Fri 7am-5pm Sat 8am-12pm Sun CLOSED



1014 E. CHAMBERS ST, MILWAUKEE • 414-264-5700 • WWW.BLIFFERTLUMBER.COM



and began officially teaching when they moved to North Carolina for Emily's residency program in obstetrics and gynecology. A few years later the couple moved again to Cleveland for Emily to complete her fellowship program in female pelvic medicine and reconstructive surgery, also known as urogynecology. This branch of gynecology specializes in treating pelvic floor problems like leakage and prolapse. While in Cleveland, Jonathan was directing musicals for local high schools and his card skills from magic helped him get a job as a casino dealer. "The phrase I use for Jonathan is that he is a real Renaissance man; his interests are all over the place. He is a jack of all trades. He keeps life very fun and interesting for our family with his willingness to always try new things," said Emily. In 2015 they welcomed their first son, Ben, and now Emily is pregnant with their second boy due in November.

Last year, Emily was offered her dream job as an attending physician, at the Medical College of Wisconsin, meaning another relocation for their family. "To us, Milwaukee is the perfect size city, small enough that commutes are easy but large enough that we can enjoy things like touring theater shows," said Emily. "My job also allows me to have a fantastic mix of doing all the things I love - caring for patients, time for research, and teaching medical students." Jonathan also found a great job working as the drama teacher at a local high school.

When looking for houses in Milwaukee, they fell in love with their current house and were told by their realtor how amazing the neighborhood was. "We got incredibly lucky that we bought a house we loved, with an even more amazing neighborhood," said Jonathan.

"The best way to put it, is that we had only lived in our house for about a month when my mom came to visit. At the end of the weekend, she said 'You guys already have a bigger neighborhood friend pool in one month of living here, than what I have made in my 30 years of living in the same house in Indiana.' That comment really stuck with me and makes me so thankful for the great friends and neighbors we have," said Emily.

Their home is filled with music and lots of singing. Both Emily and Jonathan play guitar and love having tunes playing at all times. While they both grew up with

houses filled with music, their religious upbringing was different, with Emily raised Quaker and Jonathan being Jewish. They say their focus is to raise their children with a love and respect for everyone. Rescue dog Zelda completes the family and enjoys barking along while they are singing and entertaining friends.



BY CHRISTINE MCBRIDE
PHOTOS BY BOUTIQUE PHOTOGRAPHER



BAY VIEW BARK

DAY CARE
OVERNIGHT CARE
with curb side Drop Off and Pick Up
TRAINING CLASSES

1820 S. 1st St. Mke, WI 53204 • 414.763.1304 • bayviewbark.com



The Official Village Weekly E-Newsletter

Be the first to know about What's Up at the Village! Subscribe to the free weekly Official Village Online Newsletter: Send your Email address to Tim Blakeslee, Assistant Village Manager, t.blakeslee@wfbvillage.org or subscribe at bit.ly/1U49dmE



Refuse and Recycling Reminders

Refuse and Recycling regularly collected on Monday, September 7 will be collected on Tuesday, September 8.

Our Expansion is Now Open!

Spectacular apartment homes still available.

SAINT JOHN'S ON THE LAKE

"When we lived in Whitefish Bay, we always enjoyed walking to beautiful Lake Michigan. And now, living at Saint John's, we can continue that tradition by hopping on our bikes, and pedalling a block to ride along the shoreline!"

— Anne & Art Brooks, Saint John's Residents

For more information about life at Saint John's call 414-831-7300 or visit our website, at www.SaintJohnsMilw.org or use your phone's camera to scan this image

SCAN ME

414-831-7300 • 1840 North Prospect Avenue • Milwaukee, Wisconsin 53202

sommers's

Where customers send their friends

Come visit us for vehicles for the whole family, just minutes away in Mequon

2020 Buick Enclave

2020 Acadia

www.SommersBuickGMC.com

FROM Faye's FASHION FILES

The New Retail Order

Like every industry, ours is re-thinking every facet and re-inventing at every turn.

The bankruptcy filings of giants like Neiman Marcus and J. Crew have caused disruption in the supply chain (huge orders canceled) and threatened the livelihood of many designers. There is much retrospection about the major contributors to the downfall, and the industry has vowed to make adjustments:

- **Merchandise delivered in-season**— less pre-season. So, heavy cashmeres in September; linen in June.
- **Smaller collections with more emphasis on quality.** Sustainability is a focus. (We don't need to send another \$19 blouse to the landfill that fell apart after one washing.)
- **Fewer markdowns.** The hope is that customers will have more of an appetite for merchandise in-season. No more marking down of fall cashmeres that arrived in June.
- **Fewer promotions.** Don't worry— there will still be plenty of "deals", but more of an emphasis on buying QUALITY and what we really want and need WHEN we want and need it.
- **Events will be a combination of "virtual" and smaller, intimate affairs** to allow for physical distancing.

I thank you for your concern, support, and commitment not only for FAYE's but for all our fellow local boutiques, restaurants, and small businesses.



Yours in fashion
in the Time of Covid-19,
Faye
Founder
Est. 1991



BE LOYAL. SHOP LOCAL.

Galleria West in Brookfield
East Towne Square in Mequon

SHOP IN-STORE & ONLINE
www.fayes123.com



Your Contemporary Women's Fashion Boutique

FOUNDED IN 1991, FAYE's women's boutiques in Mequon and Brookfield continue to not only survive, but THRIVE in an environment that's unprecedented.

"In the nearly 30 years we have been in business, we were closed only one day (for a MAJOR snowstorm), so the mandated shutdown of almost 60 days was a real blow," says FAYE's founder, Faye Wetzol.

"But, thanks to our ability to instantly pivot to an online channel, the hard work of designated personnel, and the support of our customers, we kept up a steady revenue stream. The allegiance of our customers is humbling."

Doors wide open

Both of FAYE's retail locations re-opened mid-May, and Faye and her staff are committed to finding the New Retail Order, building on the company's core value of customer relationships.

Faye is proud of the stores' omnichannel presence today. "The pandemic forced our hand, but we now have a very robust online store and have launched our subscription service, FAYE's FASHION FIX," she says. "Customers can choose how they wish to shop: in-store, online, curbside pickup, home delivery or free shipping."

In addition, Faye credits her staff for the stores' resiliency, "My staff is without parallel! Some have been with me more than 20 years. They're committed, loyal and true professionals."

While trade shows are beginning to take place, visiting virtual showrooms in New York, Chicago, Las Vegas, L.A., Dallas and Atlanta is the new normal – at least for now.

Be loyal, shop local, support local

The stores continue to blaze a fashion trail, delivering on the tagline, Your Hometown Store for Big City Fashion. The company is vested in the community as a whole, so understanding the unique Milwaukee lifestyle is critical to curating the merchandise assortment. The stores' tagline – Be Loyal. Shop Local – has spearheaded the shop-local movement.

"Supporting all our fellow local merchants, restaurants and other small business is critical to preserving the uniqueness of our neighborhoods," says Faye.

While increased competition is a given, the FAYE's staff stays true to its mission by providing service that's impossible to experience from a big-box retailer.

Also, critical to the stores' success is its community involvement. From day one, Faye has been passionate about the causes and organizations that her customers are passionate about. Especially important are women's and children's issues: After Breast Cancer Diagnosis, the Autism Society, Ronald McDonald House Charity, Children's Hospital, the American Heart Association Go Red, Wisconsin Breast Cancer Showhouse, the

Faye is a member of the Woman's Club of Wisconsin, and served two terms as its foundation director. In addition, she's an alum of TEMPO Milwaukee.

FAYE's was named 2018 and 2019 Best Women's Boutiques by *MKE Lifestyle* and a similar designation by *Milwaukee Magazine*. The company was a *Business Journal* 2018 Fastest Growing Firm. Faye was also a *Business Journal* Woman of Influence in 2012 and a 2018 *Biz Times* BRAVO Entrepreneur winner. She's a frequent guest on *TMJ4's Morning Blend*; produces several fashion shows a year; speaks regularly on fashion and trends; and contributes fashion content to media outlets.

"There's nothing more rewarding than seeing mothers and daughters shopping together – sometimes even grandmothers, mothers and daughters," she says.

"Building relationships with our clients, and dressing them for the times of their lives, brings my staff and me the greatest of pleasures," exclaims Faye.

Faye and her husband, Rick, live in Nashotah with their three dogs. They thoroughly embrace and enjoy Lake Country living. She turned 70 this year, and when asked when she plans to retire, she borrows a line from another long-time Milwaukee entrepreneur, "Six months after I'm dead."

Shop Faye's two retail locations at Brookfield's Galleria West, 18900 W. Bluemound Rd., and at Mequon's East Towne Square, 1505 W. Mequon Rd. – or shop online by visiting Fayes123.com.

BY JULIA JAEGERBERG



Women & Girls Fund of Waukesha County, Impact 100, Save The Children, etc.

Arts and arts education are also causes where Faye prefers to give her time and resources, including Sharon Lynne Wilson Center for the Arts Literary Luncheon and big Event, Milwaukee Ballet, the Florentine Opera, 50 Women of the Arts for the Marcus Performing Arts Center, to name a few.



Imagine your home, totally organized! Custom Closets, Garage Cabinets, Home Offices, Pantries, Laundries, Hobby Rooms and more...



Garage Cabinets



Laundry Rooms



Walk-In-Closets

SPECIAL FINANCING FOR 12 MONTHS!
With approved credit. Call or ask your Designer for details. Not available in all areas.

40% Off Plus
Free Installation

Terms and Conditions: 40% off any order of \$980 or more or 30% off any order of \$680-\$979 on any complete Custom Closet, Garage Cabinets, Home Office, Pantry, Laundry, Wall Bed, Wall Unit, Hobby Room or Garage Flooring system. Take an additional 15% off on any complete system order. Not valid with any other offer. Free installation with any complete unit order of \$600 or more. Expires in 30 days.

Call for a free in home design consultation and estimate

(262)239-4502 B2M

www.closetsbydesign.com Follow us   



burn
WHITEFISH BAY

PERSONAL TRAINING
In a Group Setting

COMPLIMENTARY
Childwatch

PERSONALIZED
Nutrition & Education

UNLIMITED
45 Minute Camps

A COMMUNITY
Based on Strength & Empowerment



FREE TRIAL
for 14 days

SIGN UP
ON OUR WEBSITE:
burnbootcamp.com/whitefish-bay-wi

[@burnbootcampwfb](https://twitter.com/burnbootcampwfb)

[Burn Boot Camp - Whitefish Bay](https://www.facebook.com/Burn-Boot-Camp-Whitefish-Bay)

whitefishbaywi@burnbootcamp.com

415 E Silver Spring Drive
Whitefish Bay, WI 53217
414.800.4800

 **Josh Does It All**

"ENJOY YOUR HOME,
DON'T WORK FOR IT!"

PAINTING

Power Washing
Gutter & Window Cleaning
Landscaping | Yard Work
Fences | And more!

Insured & Bonded

920.312.1671
JOSHDOESITALL.COM

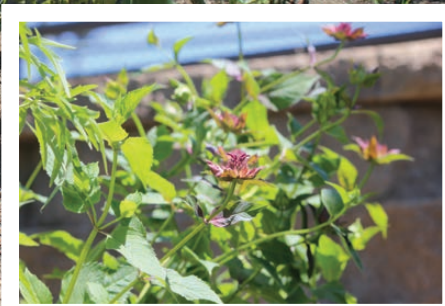
Pollinator Pockets Project

Several pockets throughout the Village are receiving a much needed ecological boost. With approval from the Village Board, pollinator plants will be planted in patches, each at least 100 square feet, to create a path of native flowers and grasses to support our ecosystem. This prairie starts at Cahill Park along the retention wall and will travel over to Marlborough Drive and North Lake Drive. These low maintenance pollinator plants are essential in conserving water and producing nectar for our vital insect population. There is

much weeding, watering, and planting to continue. We hope you find an opportunity to stop and appreciate all the beauty and benefits native plants offer our community.

For more information or to learn how you can help, contact us at wfbgardenclub@gmail.com.

BY MORGAN VILAR
PHOTOS BY MORGAN VILAR



gallery
505

"Hearts Joining Together"
Original Paintings by Candela
Available at Gallery 505

"Hearts Joining Together" | 40" x 40" Acrylic on Canvas

www.gallery-505.com
Call or Text: (414) 962-6302

517 E. Silver Spring Dr. | Whitefish Bay

PORTRAITS

Pinda Smallpage
www.boufiquephotographer.com

MILWAUKEE'S LEADER IN EYEWEAR FASHION SINCE 1989



2567 N Downer Ave. Milwaukee
414-964-3125
M-W-F 10am-6pm;
T-TH 10am-7pm; SAT 9am-4pm

*Offering same day service
on many eyeglass prescriptions*

OPTOMETRISTS:
Brian McGinley O.D. | Camthu Pham O.D.

- ▶ Accepting most eye insurances
- ▶ Latest exam technology and Contact Lens fittings
- ▶ Convenient Appointment Times



OPTIXONDOWNER.COM

TARPEY FRANZ TEAM
WE SELL THE BAY

*We have combined 35 years of experience selling in Whitefish Bay.
In this market, experience matters.*

ShoreWEST REALTORS **ELSAFY REAL ESTATE TEAM**

DAWN TARPEY | 414.426.8556
GAYL FRANZ | 414.403.3600

tarpeyfranzteam.shorewest.com

HONEST INTELLIGENT CARING

80 YEARS OF COMMON SENSE VETERINARY MEDICINE

Lakeside Animal Hospital AAHA ACCREDITED

We're about pets and their people!

211 W. Bender Road, Milwaukee, WI 53217
414-962-8040 | www.lakesideanimalhospital.biz

DELEERS CONSTRUCTION, INC.

Call us today to find out about how DeLeers Service Division can help with your small project, remodel, miscellaneous repairs, maintenance, and more.

6969 N. Pl. Washington Rd., Ste. B115, Glendale, WI 53217
414.446.9305 | deleers.com

Small-Group Fitness and Personal Training Classes Are Here!

New, this fall be sure to check out our new Small Group Fitness classes offered either an individual or 2-person training scenario. Certified personal trainers will lead you through a series of workouts at the community fitness center. Personal Trainers Olivia Krause and Rachel Sipple will move you through a series of workouts sure to get you in the best shape of your life. Join Rachel for HIIT Strength and Cardio Tues/Thurs and Olivia for Muscle and Hustle on Monday and Wednesdays. Our Personal Training packages, 1, 6, 12, and 18 session packages available in

WHITEFISH BAY SENIOR "55 AND BETTER" PROGRAMS

Fitness and Enrichment WEDNESDAY, SEPTEMBER 2- DECEMBER 18

Fun Fitness Class with Carolyn Noori, Certified Fitness Trainer

- ▶ **11:35am-12:20pm** Monday & Wednesday, 10:00am-10:50am Fridays
- ▶ **Course code:** 290314
- ▶ **Cost:** \$80.00 residents
- ▶ \$90.00 nonresidents
- ▶ **This is a** total body workout, including low impact aerobics, weights, core work and balance training!

NEW! MONDAYS, SEPTEMBER 14- DECEMBER 21 | 9:40AM - 11:40AM

Morning Coffee Klatch

- ▶ **Drop-in** social time to catch up with friends!
- ▶ **Coffee** provided, donations appreciated.
- ▶ **Cost:** Free

Day Trips WEDNESDAY, SEPTEMBER 30 | 1:30 - 3:00PM

Milwaukee's Ethnic History and Bakeries! Presented by Milwaukee's Food Tours.

- ▶ **In this presentation** we will learn of our famous Milwaukee immigrants and the bakeries that are still available to shop at and enjoy old fashion treats! Along with this interesting presentation we all take home half pound box of baked good
- ▶ from Peter Sciortino's Bakery, mini Three Kings cake from La Flor de Trigo, a dozen German Pecan Fingers from National Bakery and 6 French Madeleines from Greige Patisserie and Ultimate Confections. Yum!
- ▶ **Cost:** \$66.00 per person

Monthly Senior Luncheons TUESDAY, OCTOBER 13

11:30 DOORS OPEN 12:00 LUNCH 12:45 PROGRAM

"Mindful Life Eating" presentation provided by Lynne Shaner PhD., Integrated Wellness. Menu: Swedish meatballs, parsley noodles, vegetable medley, fresh salad and apple pie. All lunches include milk and Starbucks coffee. Please register early as we will be limiting our group size to under 50 and spots will be limited. Register at the Whitefish Bay Recreation Department.



- ▶ **Cost** \$9.00 per person and pre-registration is required one week in advance.
- ▶ **For more** information on upcoming events please look at the Whitefish Bay Recreation Guide which is mailed to each resident's homes or call/email Carolyn Noori, Senior Program Coordinator at 414-963-3992, carolyn.noori@wfbschools.com.

***COVID-19 Procedures Related to Participation in Recreation Programs can be found on our website at www.wfbschools.com/community-recreation/. All participants will be asked to complete an Acknowledgement of Risk and Waiver of Liability prior to attending recreation programming. In addition, those 3 years old and up are strongly recommended to wear cloth face coverings while inside our buildings and when a social distance of 6 feet cannot be maintained.**



BY CARIN KELAND,
DIRECTOR OF RECREATION AND
COMMUNITY EDUCATION

State Street Painting

Jim Devine Owner
414.405.8321

Residential • Commercial
Interior • Exterior

LINDSEY VEBBER

associate broker
414-334-0470
Lvebber@kw.com



NURSE-MANAGED CARE AT HOME

Proud to be the premier in-home care provider offering:

- › Companion & Personal Care
- › Skilled Nursing
- › Child Care
- › No Minimum Hours
- › Guaranteed Compatibility®
- › 24/7 Live Phone Response

BrightStar Care
A HIGHER STANDARD OF HOME CARE
Independently Owned and Operated

CENTRAL & SOUTH MILWAUKEE
414 944 0280
www.brightstarcare.com/central-milwaukee

4849 N. Wildwood Ave.
Whitefish Bay
414.332.8175
www.hfparishschool.org
ADMISSIONS/TOURS
414.332.8175, ext. 134
brienzak@hfparishschool.org

We offer small class sizes, individualized attention, and are committed to developing students to their greatest potential.

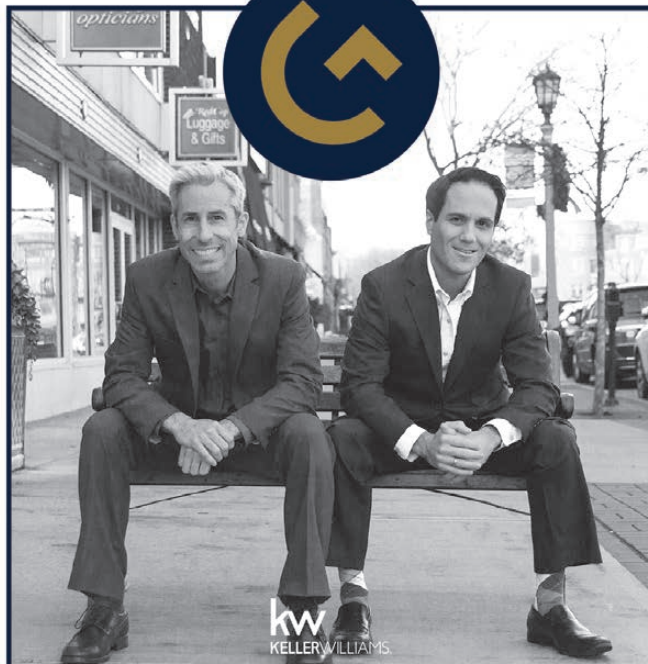
HOLY FAMILY
DREAM | BELIEVE | ACHIEVE | LEAD

PODS
Moving & Storage, Solved.™

Portable Moving | Storage
PROMO CODE: BAY LEAVES | 414-486-3688 | PODS.com

GUY NICOLET
gnicolet@kw.com
414.339.7066

GEORGE FOLLIARD
gfolliard@kw.com
414.915.5877



REAL ESTATE Q AND A

Q: What year did Winkie's on Silver Spring Dr. open?

A: 1961

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



Whitefish Bay SCHOOL DISTRICT
An Exceptional Place to Learn

BY PATRICE MILZER,
ASSISTANT TO THE SUPERINTENDENT

Community E-Newsletter

Our Community Newsletters are one of several ways the District works toward comprehensive communications with the community. If you would like to receive these monthly during the school year, please send your interest through email to districtnews@wfbschools.com

Registration for new families to the Village of Whitefish Bay, with school age children, is ongoing. Please contact your school for assistance in registering for fall.

- ▶ Junior Kindergarten 4 years old on or before September 1, 2019
- ▶ Senior Kindergarten 5 years old on or before September 1, 2019
- ▶ Please contact the school offices for more information.
 - ▷ Cumberland School (414) 963-3943
 - ▷ Richards School (414) 963-3951
 - ▷ Middle School (414) 963-6800
 - ▷ High School (414) 963-3928

Stay in. And go out.

LANDCRAFTERS

414-897-8232 Landcrafterslandscaping.com

#eyelovemke

50% OFF

Sunglasses

Now through September 30. By appointment only. Call for details.

Petrou Eye Care

414.247.2020 | petroueyecare.com | Glendale

BELL ORTHODONTIC SOLUTIONS

3 CONVENIENT LOCATIONS

Gregory D. Bell, DDS, MS

DIAMOND INVISALIGN PROVIDER 2020

NEW PATIENT SPECIAL

\$250 OFF Full Treatment Including a Free Consultation (Affordable Payment Plans)

* Not valid with any other discounts or coupons. Valid only at start of full treatment. Must be presented at time of consultation.

www.bellortho.com

262-377-7410

CEDARBURG: W68 N930 Washington Ave. Cedarburg, WI 53012

PORT WASHINGTON: 1000 Wisconsin Centre Port Washington, WI 53074

GLENDALE: 5380 N. Port Washington Rd. Glendale, WI 53217

Home Helpers
Making Life Easier®

1 on 1 Customized Care in the Safety & Comfort of your home

Hospital to Home & Rehab to Home
Innovative programs where you continue your recovery at home with supportive home care & skilled nursing care

Home Care & Skilled Nursing Services

- Dementia/Alzheimer's Care
- Safety/Fall Prevention Program
- Meal Preparation
- Personal Hygiene
- Exercise Support
- Medication & Care Management
- Wound Care
- Transportation
- Dressing
- Bathing
- Shopping & Errands

Hourly and Live-In care available

Call for a free nurse assessment 262-365-1443

www.HomeHelpersWI.com

Winner of Nations Highest Home Care Quality Award
For the 2nd year in a row, Home Helpers is ranked in the Top 5% of home care companies nationwide

BEST OF HOME CARE LEADER
2019 - 2020

Owners:
Laura Bireley, RN
Tim Bireley

Each office is independently owned & operated



Summer Continues

ON SILVER SPRING!

CAN YOU BELIEVE THAT IT IS SEPTEMBER ALREADY? Who knows what school looks like – are we in the classroom or is it a virtual classroom? Either way I hope you took advantage of the shops on Silver Spring Drive to get ready for the school year. Maybe a haircut, some new clothes, school supplies, snacks, lunch on the patio, a new desk, a cool piece of artwork. With everyone potentially still working at home we need to keep some sense of normalcy. They say 'Business on the Top, Pajama's on the Bottom' well the Merchants on Silver Spring can help you out with that.

Don't forget, the Whitefish Bay Farmers Market continues until October 17th

- ▶ Aurora Parking Lot - Corner of Silver Spring and Santa Monica,
- ▶ Saturdays 8 a.m. - noon
- ▶ Apples, pumpkins, cauliflower, cabbage, zucchini and more are in their prime. Thank you for continuing to support the farmers market! Find us on Facebook: <https://www.facebook.com/wfbfarmmkt/>

ZUERN

BUILDING PRODUCTS & DESIGN CENTER

WWW.ZUERN.COM

**Your Deck.
Your Masterpiece.**

Allenton Hwy W
262-629-5551

Franklin Ryan & S. 80th
414-529-9770

Cedarburg Hwy C
262-375-9400

Watertown Hwys 26 & Y
920-261-5676

LET US HELP YOU
CREATE YOUR DREAM!



Performance Decking Built to Last.
With an enhanced real-wood look and strength backed by Ally Armour Technology™, AZEK's capped polymer decking materials are top of the line in quality and beauty

Thanks for Your Past Business

North Shore's Premier Auto Repair Facility

For Over 37 Years

Save \$100!	Bonus Discount
SPEND THIS	SAVE THIS
\$100 - \$199	SAVE \$15
\$200 - \$299	SAVE \$20
\$300 - \$399	SAVE \$30
\$400 - \$499	SAVE \$40
\$500 - \$599	SAVE \$50
\$600 - \$699	SAVE \$60
\$700 - \$899	SAVE \$75
\$900 or more	SAVE \$100

Ultra Oil Change & Filter
\$24.95
Includes 22 Point Inspection

Up to 5 quarts on most cars, 5W20 or 5W30. Synthetic oil & special filters extra. Plus environmental fee. By appointment only. No other discount applies. Expires 9/30/20.

We'll repair your car for less! FAST! Fixed Right the First Time!

Silver Spring Automotive, Inc.
2003 W. Bender Road, Glendale, 53209
2 blocks west of Green Bay Ave, Speedway & The Green 7
414-351-5080
silverspringautomotive.com

Fast 24 Hour Towing Available
Dave's Towing • 414 491-2587

Come visit us for all wheel drive fun, just minutes away in Mequon



2020 Ascent

sommer's

Where customers send their friends

SommersSubaru.com

My depression wasn't improving with therapy or medication. TMS helped me

Rise above

When you are suffering from depression that's been resistant to medications or traditional therapy, Transcranial Magnetic Stimulation (TMS) may be the solution. Contact Rogers Behavioral Health to learn more.

ROGERS
Behavioral Health

rogersbh.org 800-767-4411



You read this from me frequently – but shopping local has so many benefits, and today with the uncertainty in the world the reason is even greater. Studies show that when you buy from an independent, locally owned business, rather than a nationally owned business, significantly more of your money is used locally by other businesses, service providers, and farms. This strengthens the economic base of the community. Stay healthy everyone!

Don't forget to follow and Like us on Facebook at <https://www.facebook.com/ShopWFB/>.

Also, visit our website at www.MerchantsofWhitefishBay.com



BY KATIE COMMER

ONE PLACE. ALL SPORTS.

LOCAL, NATIONAL AND INTERNATIONAL COVERAGE
FROM PEE WEE TO PROS



The screenshot shows the BVM Sports website interface. At the top, there are sports scores for various leagues including NASCAR, EPL, and Premier League. Below this, there are sections for 'National Headlines' and 'Local Headlines'. A featured article highlights Tamara Moore becoming a Minnesota basketball legend. Another article mentions Ames rising junior Tamin Lipsey. A mobile app interface is shown in the bottom left corner with various icons for social media and utilities. A blue banner at the bottom right of the screenshot says 'SUBMIT A LOCAL ARTICLE TODAY!'. The website URL 'BVMSPORTS.COM' is displayed at the bottom center.



ARE YOU PULSEPOINT CONNECTED TO NORTH SHORE FIRE/RESCUE?

CARDIAC ARREST IS A SEVERE HEALTH ISSUE that poses a threat of brain damage and death. The American Heart Association reports that more than 420,000 emergency medical services-assessed out-of-hospital cardiac arrests occur annually.

With the significant benefits of early CPR and intervention, it is imperative that cardiac arrest patients outside of a hospital receive immediate care. The use of mobile phone technology and new mobile apps currently being developed in the United States and abroad can aid cardiac arrest victims in receiving prompt care by alerting CPR-trained volunteers in the area that an emergency situation requires their attention.

Benefits of Early Intervention

According to the Centers for Disease Control and Prevention (CDC), approximately 92% of people who have sudden cardiac arrest outside of a hospital setting will die. The benefit of Hands Only CPR and defibrillation prior to the arrival of medical help is clear. However, in Milwaukee County, bystander CPR rate is an abysmal 20% compared to over 45% nationwide. Receiving bystander CPR immediately following cardiac arrest can increase chances of survival 50-500%. The 2015 American Heart Association guidelines recommend the implementation of services like PulsePoint nationwide.

What is PulsePoint

PulsePoint is like an AMBER alert for sudden cardiac arrest victims. It uses location-based technology to alert citizens to a sudden cardiac arrest in their immediate vicinity so that they can start CPR in the critical life-saving minutes before first responders arrive, turning everyday people into everyday heroes. The app also directs users to the precise location of nearby public Automated External Defibrillators (AEDs).

The PulsePoint apps were created by and are a product of the Pulse-Point Foundation. Physio-Control is the foundation's implementation partner and provides services to integrate PulsePoint with public safety agency dispatch and communication systems. The App is available for free for iOS and Android phones and tablets and can be downloaded from www.pulsepoint.org or your respective App store.

Download and Follow Us!

Another benefit to downloading the app is the ability to see a live feed of in progress and completed calls for service. Additionally, users have the ability to toggle on a live scanner feed and listen to crews respond to emergencies in near real-time. The more individuals that download the app the better the chance we have of connecting an individual able and willing to assist with CPR with a patient in need.

North Shore Fire/Rescue and Greenfield Fire Department launched PulsePoint in the Milwaukee area just over four years ago. Since that time, Wauwatosa, West Allis, Oak Creek, St. Francis and Milwaukee have all come onboard. Help us continue to grow our following and improve sudden cardiac arrest outcomes in Milwaukee County.

For more information about the programs or services offered by North Shore Fire/Rescue, visit our website, www.nsfire.org.



CFAI logo printed with permission.



BY BATTALION CHIEF DAN TYK

The advertisement for St. John's Northwestern Academies features a group of students in school uniforms. On the right, there is a blue background with the school's crest and name. A yellow banner at the top right says 'ENROLLING YEAR-ROUND'. The main text reads 'YOUR CHILD, YOUR CHOICE' and 'Independent Boarding & Day School in Delafield | Grades 7-12'. A red banner at the bottom left says 'LEADERSHIP LIVES HERE™' and the website 'Learn more: sjnacademies.org' is listed at the bottom right.

SOLD

Address	List Price	Sold Price	Address	List Price	Sold Price
4859 N Hollywood Ave.	\$274,900	\$272,500	5847 N Lake Dr.	\$375,000	\$385,000
4751 N Marlborough Dr.	\$295,000	\$278,900	6068 N Lydell Ave.	\$389,000	\$377,500
5040 N Shoreland Ave.	\$309,900	\$310,000	5681 N Bay Ridge Ave.	\$409,900	\$399,900
107 W Henry Clay St.	\$319,900	\$327,500	4700 N Sheffield Ave.	\$459,000	\$445,000
5127 N Woodruff Ave.	\$324,900	\$320,000	5573 N Hollywood Ave.	\$459,000	\$443,250
415 E Hampton Rd.	\$329,900	\$315,000	4920 N Larkin St.	\$469,900	\$470,000
5008 N Idlewild Ave.	\$350,000	\$355,000			

PENDING

Address	List Price	Address	List Price
6001 N Lydell Ave.	\$190,000	4933 N Ardmore Ave.	\$685,000
5147 N Diversey Blvd.	\$299,900	4819 N Lake Dr.	\$699,000
530 E Lancaster Ave.	\$314,900	2111 E Glendale Ave.	\$1,380,000
4771 N Woodruff Ave.	\$409,000		

Best Version Media does not guarantee the accuracy of the statistical data on this page. The data does not represent the listings of any one agent or agency but represents the activity of the real estate community in the area. Any real estate agent's ad appearing in the magazine is separate from the statistical data provided which is in no way a part of their advertisement.

DO YOUR PART & MASK UP



Face masks have progressed from the rare sighting at clinics and hospitals to the now widespread use of them in many communities in the United States. Yet despite the efforts by public health and concerned community members to get people to voluntarily wear a face mask, the politicization of masks has overshadowed science and public health, resulting in many people opting not to wear a mask. Some communities have resorted to mandating the use of face masks in public settings because of the refusal by many to don a mask. Even some businesses have taken it upon themselves to require that all patrons mask up before entering.

For many of us, wearing a face mask is a simple way to protect others and the least that we can do to help slow the spread of COVID-19. For those that need more convincing, the emerging evidence continues to demonstrate that cloth face masks are effective at preventing the transmission of COVID-19. A recent CDC study looked at two COVID-19 positive hair stylists in Missouri who had symptoms and exposed 139 clients. Both the stylists and all the clients were wearing cloth face masks. No symptomatic secondary cases were reported among the 139 clients, and 67 of them were tested for COVID-19 with all of them testing negative.

Universal use of face coverings offers extreme benefit by preventing transmission of COVID-19 and ultimately reducing the burden of COVID-19 in our communities. Along with wearing a face mask, everyone should continue to practice other preventive measures, including physical distancing and handwashing. Let's make these hygienic habits the norm in the North Shore for the well-being of everyone.



BY KAYLA BONACK

The sun will come up tomorrow.

We are here to help you today.

Sunrises are that much brighter when Shorewest, Wisconsin's Largest Home Seller™ is on your team. Contact your North Shore specialist today and get ready to watch the sun rise.

Shorewest REAL ESTATE

4559 N. Oakland Ave. • Shorewood, WI 53211 • 414.962.4413 • www.shorewest.com

ANANDA CITTA
SPIRITUAL CARE FOR PEOPLE AND PETS

Animal Communication Sessions
Intuitive Readings
Reiki
Schedule Your Appointment Today!

Michelle Boening
414.690.1443

412 E Silver Spring Dr, Suite 103
michelle@acspiritualcare.com
www.acspiritualcare.com

STOMPER
Concrete

Residential/Commercial
Driveways • Garage Floors
Patios • Decorative Concrete

Office/Fax: 414-777-3700
stomper8878@yahoo.com

HILLARY COUNSELING
Milwaukee Psychotherapy for Children, Adolescents & Adults

BECOME YOUR BEST SELF

DEPRESSION | ANXIETY | EATING DISORDERS
RELATIONSHIPS | TRAUMA | LIFE TRANSITIONS

(414) 333-9969 | 1661 N WATER ST, STE 507 | MILWAUKEE, WI
LISA@HILLARYCOUNSELING.COM | HILLARYCOUNSELING.COM

Happy Healthy Cat Month

SEPTEMBER 2020

EVERY SEPTEMBER WE CELEBRATE HAPPY HEALTHY CAT MONTH and encourage cat owners to do the same.

Cats are the most popular pet in the United States, with more households having cats than dogs than ever. Cats are more likely to be let outside unattended and allowed to roam, putting them at risk of disease, animal attack, catnapping and automobile accidents.

Cats are also less likely to ever be taken to a veterinarian and more likely to be surrendered, rehomed, or turned in as a stray because of health and health related behavioral problems.

Cats are amazing creatures that have more than simply basic needs. If you share your life with a cat, please know that just because cats are more independent does not mean they are not completely reliant on us for all their care.

Cats are excellent at hiding pain and illness, so you may not know that your cat has a treatable disease that may not be detected without regular vet visits. Many people never take their cats to the vet, ever. Especially if they are adopted from a shelter and have been given vaccines and sterilized before they were brought home, and do not go outside.

Indoor cats that receive regular medical care and enjoy a strong bond with their humans can live well over 20 years. Take your kitty for an annual exam this month or make an appointment to ensure your kitty is happy and healthy for another year and many more to come.



BY KAREN SPARAPANI, MILWAUKEE AREA DOMESTIC CONTROL COMMISSION



Buying A Home

SHOULD IT BE LOVE AT FIRST SIGHT?

Your family is growing. You've gotten a promotion. Your existing home no longer meets your needs. So, you've decided to it's time to buy a new one. What can you expect find? Should it be love at first sight?

Buying a home is not too dissimilar to how you met your partner. For some, it's love at first sight. But for the vast majority of us it took a little longer. If you've ever been in a relationship you know what I'm talking about. Sometimes it takes a time to get to know them, see the potential, and learn their inner beauty. Only after a little introspection are you ready to share your life with that person. It's exactly the same process when buying a home.

Using the relationship metaphor for house-buying might be something like this: In personal relationships there are bedrock "must haves" like an alignment of personal values, character, and life direction. But you can be flexible other things like food tastes, personal interests, even politics. Can you live with someone that doesn't put the cap on the toothpaste? Hmmm.

The same idea is true when buying a home. There will be non-negotiable requirements like neighborhood, school system, structural condition, or number of bedrooms and baths. But you should be

prepared to see past items that are easily changed like paint color, carpet, and light fixtures. It's those kinds of items that one should see past and imagine what a house might look like after updates. Websites like Houzz and Pinterest are great for getting inspiration and ideas to reimagine a space.

Having worked with hundreds of clients over the past 22 years has taught me one thing - selecting the right place to call home is a highly personal decision. Considering that we all have different tastes, budgets, needs, expectations, and benchmarks - what's appealing to one person may not be the right fit for another. Therefore, a good Realtor never "sells" a home to a buyer. Rather, they help them clarify what is important and how a particular home can meet their needs. It's often about helping clients see the potential and finding the inner beauty.

BY ESSAM ELSAFY, SHOREWEST REALTORS



REAL ESTATE
ESSAM ELSAFY
Shorewest Realtors®
(414) 350.4611
eelsafy@shorewest.com

NORTHSHORE HOME BUYERS, LLC

Don't Fix It!
SELL IT to
Northshore.

WE WILL
BUY YOUR
HOUSE IN ANY
CONDITION!

- Cash Terms
- Confidential

NORTHSHORE-HOMEBUYERS.COM | 414.759.8808

PILOT BUILDERS



Design - Remodeling - New Construction
(414) 759-8808 • www.pilot-builders.com

SPEND YOUR LIFE LIVING.



414.615.1801
mosaicfinancial.nm.com
mosaic-financial@nm.com
Locations including
Bayshore Town Center



06-1012 ©2018 The Northwestern Mutual Life Insurance Company (NM), Milwaukee, WI.

BENCHMARK

HANDYMAN & LAWN SERVICES LLC
414.614.0237

REMODEL. ADDITIONS. RENOVATIONS.

SIGN UP TODAY FOR FALL CLEAN UP SERVICES!
VISIT BENCHMARKMILW.COM FOR MONTHLY SPECIALS!

Looking Good.

Helping your home look its best is an important part of what we do.



E **ELSAFY**
REAL ESTATE TEAM
ElsafyTeam.com

ShoreWEST
REALTORS

shorewest.com EHO