

Life IN THE Village

GREENDALE • WISCONSIN



Honoring
Our Hometown
Heroes at the
GREENDALE
HEALTH
DEPARTMENT

See pg. 4

Business Spotlight:
The Kinetic Co., Inc.

**High School Robotics
Team Supports STEAM**

Life IN THE Village

AN INFORMATIVE, LIFESTYLE PUBLICATION
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Table of Contents

- 4 Greendale Health Department Addresses COVID Challenges
- 6 New Chest-Compressing Equipment for Fire Department
- 8 Best Wishes to Retiring Board Members
- 10 Special Event Recap – and What's In Store for 2021
- 11 Welcome to New Greendale Businesses
- 12 Business Spotlight: The Kinetic Co., Inc.
- 14 MATC's Robust Suite of Student Services
- 16 Historic Downtown Greendale Businesses Welcome You!
- 18 CONNECT Media Communications in Greendale Schools
- 20 High School Robotics Team Supports STEAM
- 22 Greendale Staff Celebrates MLK Day with Service
- 23 The Legacy of Dr. Martin Luther King in Words and Art
- 24 Schools Expand Access to Great Books During Pandemic
- 25 School Highlights
- 26 Greendale Education Foundation: Making a Difference in 2020
- 28 Joining the Greendale Chamber Is a Smart Decision
- 30 Update from Greendale Historical Society
- 32 Greendale Downtown Market Celebrates 30 Years
- 33 Greendale Lions Club: Bricks Anyone?
- 34 GEA Looks Forward to Bigger/Better 2021
- 36 Out and About Photo Section
- 38 Community Calendar

ON THE COVER

Greendale's Health Department has been working tirelessly to address COVID-19 challenges and administer vaccinations. Read more on pg. 4 about the amazing work the Health Department is doing.

Photo by Saturn Lounge

Life IN THE Village

Life in the Village is a community magazine providing useful information about the Village of Greendale, Wis., with news and feature stories about the people, businesses, places and events that make our community a very special place to live, work and do business.

Life in the Village is jointly published three times per year by the Village of Greendale, Greendale Schools, Greendale Chamber of Commerce, Greendale Entertainment Association, Greendale Historical Society, Greendale Education Foundation, Greendale Lions Club, Greendale Park and Recreation Department and the MATC Oak Creek campus. The magazine receives additional support from local advertisers.

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Acknowledging the Greendale Health Department staff for their tireless work during the pandemic.



Greendale Health Department Addresses The Challenges of COVID-19

As we start the New Year, we want to take time to recognize the Greendale Health Department for all they did in 2020, and continue to do in 2021, to address the pandemic and keep our community safe. The Greendale Health Department has a relatively small staff of three full-time and four part-time employees. During this pandemic the Health Department has also hired multiple limited-term employees to assist with the efforts associated with the pandemic. They have worked nights and weekends to try to keep up with all that is required of the Health Department. Through it all, they have attended daily meetings with other Health Departments, performed contact tracing for positive cases, checked in with Greendale residents who have tested positive, worked with the School District and Village staff on coming up with COVID policies, and addressing positive cases in staff, distributed information to residents via social media, the website, newsletters and more.

Over the summer, staff worked to secure a temporary COVID testing site with the National Guard that took place at Greendale High School. Now that a vaccine has been approved, the Health Department also signed up to assist in

“COMMUNITY IMMUNITY WILL TAKE MONTHS TO REACH ... WE NEED TO REDUCE THE SPREAD OF COVID-19 TODAY. WEAR A MASK, PHYSICALLY DISTANCE YOURSELF AND PRACTICE GOOD HAND HYGIENE.”

providing the vaccine. During Phase 1A the Health Department vaccinated residents that work in healthcare and our police and fire staff. During subsequent phases, they will also assist in distributing the vaccine. They also have many great volunteers assisting with the vaccine clinics. They are working with other Health Departments to plan bigger clinics to distribute the vaccine to larger groups of people.

The Greendale Health Department has been working hard to keep Greendale residents safe and informed on this ever-changing situation.

COVID-19 Update – Vaccines

We all want to go back to living “normal lives” – whatever that may be post-pandemic. The Health Department has been answering numerous calls from residents regarding when they can get vaccinated. As vaccine supply increases, recommendations for who can get vaccinated will change. For example, the Health Department was able to begin vaccinating individuals 65+ years of age as soon as the State of Wisconsin recommendations allowed that change.

The Health Department is assisting in providing vaccines, but the supply is limited. Stayed tuned to the state media briefings, social media and our website to obtain more information on the vaccine and its distribution.

How does the vaccine work?

Vaccines take a very small inactive part of a virus, like COVID-19, and teach your body how to respond before you come in contact with the live virus. The

current vaccines available will need two doses for full protection, and it will take several weeks for the body to build full immunity (protection). Think of it like a training course for your immune system. For some people, this may be the first vaccine you will have received in a while – maybe since childhood – so you need to know that the vaccine will likely cause you to have a sore arm and possible fever. This is a normal reaction, and means your immune system is learning what to do.

Even after you are vaccinated, you will still need to practice good pandemic behavior while we build community immunity (when enough people in a population are vaccinated so that the virus can no longer spread, also called “herd immunity”).

Community immunity will take months to reach – and to make it easier for the vaccine to do its job in the future, we need to reduce the spread of COVID-19 TODAY. **We must continue to wear a mask, physically distance ourselves from others, and practice good hand hygiene.**

For up-to-date information regarding the vaccine, or to receive email updates from the Health Department, visit greendale.org/departments/health_department. When visiting the Health Department, please now use the entrance at 5650 Parking Street (instead of through the main Community Learning Center door on Broad Street).

Visit the Greendale Health Department website at greendale.org.



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The Greendale Fire Department recently acquired a Lucas 3 chest compressor.

New Fire Department Equipment Addresses Needs of Cardiac Patients

The Greendale Fire Department is excited to announce the acquisition of its newest piece of equipment – the Lucas 3 Chest Compression System. This automatic CPR chest compression device is made by Stryker, the manufacturer of all of the Fire Department's lifting devices, stair chairs and power cots.

With the help of the Lucas 3 device, cardiac arrest patients in an emergency situation will receive effective, consistent and continuous chest compressions as recommended by the American Heart Association (AHA).

A year ago, when newly named Fire Chief Kenten Kais took over the Department, he listed adding a Lucas device as one of his top priorities. As Chief Kais explains, "I helped the Menomonee Falls Fire Department acquire its first Lucas device, and I have seen first-hand how they work in the field and in the ER (in most hospitals). After teaching CPR for many years, I firmly believe in the Lucas device, and believe every ambulance should have one."

The benefits of using a Lucas device are many. First, it frees up two staff from the prior process of performing chest compressions manually. This is because you used to have to switch staff from doing manual compressing every two minutes, given the exhaustive nature of doing manual chest compressions.

Now it only takes 20-30 seconds to get the device on the patient (who is not breathing and does not have a pulse). The procedure is simple. The back plate is placed under the patient, the device gets hooked on each side, the suction cup is lined up with the patient's mid-sternum and is pressed

down to the person's chest. The machine is now aligned and will have proper chest compression depth on every compression. The proper speed is set, and there are arm straps to keep the patient's arms out of the way.

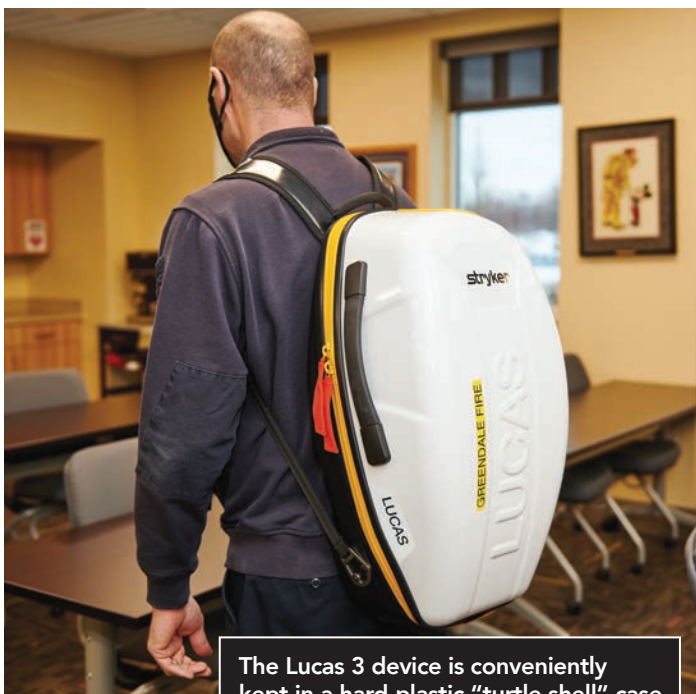
Second, the Lucas device allows CPR to take place inside a moving ambulance. This was not the case with manual compressions that compromised the safety of the paramedics. Now two members of the Fire Department staff are freed up to carry on other tasks, such as helping with the airway or IVs,

administering medications, manning the Zoll monitor (EKG machine), and talking to family members to keep them in the loop about what is going on. One paramedic can be dedicated to report writing and calling the EMS base to inform medical staff at the hospital what to expect when they arrive. Finally, the freed-up help allows staff to prep the cot and ambulance for faster transport.

In addition, without the Lucas, paramedics who may have needed to go up or down stairs with the patient to get out to the ambulance had to stop manual CPR. This is not necessary with the Lucas device. It remains on the patient, and even as he/she is moved, the device will continue to do compressions at the proper depth and rate. All members of the Greendale Fire Department will continue to keep their CPR license up to date, since it is never known when compressions will need to be performed manually.

While the Greendale Fire Department has two ambulances, an average 28% of the time there is more than one call for service simultaneously. With only one unit so far, the Lucas is carried on Engine 41 that is usually sent on call to a person

"WITH THE HELP OF THE LUCAS 3 DEVICE, OUR CARDIAC ARREST PATIENTS WILL RECEIVE, EFFECTIVE, CONSISTENT AND CONTINUOUS CHEST COMPRESSIONS..."



The Lucas 3 device is conveniently kept in a hard-plastic "turtle shell" case for protection and easy access/storage.

who is reportedly not breathing or having a cardiac event. (This device will not be used on small children or babies, along with very large individuals.)

At the time of this writing and while only being on the job for three weeks, the Fire Department has used the Lucas device three times, with two of those three patients brought back to life as they were delivered to the hospital. All area hospitals also now have Lucas' devices in their ER rooms.

Many thanks to the Village Board for approving the purchase of this life-saving piece of equipment. The units are pricey (more than \$16,000 each), but well worth it to save more lives. Fundraising is already underway to purchase a second Lucas 3 – then each ambulance will carry its own unit.

If you are interested in making a tax-deductible donation to purchase another Lucas unit, please contact Chief Kais at the Greendale Fire Department.



This back plate gets placed under the patient and the Lucas device is attached at each side.

Photos by Saturn Lounge Photography

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Best Wishes To Retiring Greendale Village Board Members

Sally Chadwick



Jim Birmingham

Photos by Saturn Lounge Photography

The Village Board will see some changes this spring, as two of its longstanding members have decided not to run for re-election. Village President James Birmingham and Village Trustee Sally Chadwick have both served on the Board since 1998, and their terms will expire in April of this year.

Best wishes to these two dynamic personalities who have given so much time and dedication serving Greendale! We deeply appreciate their service, and wish them well in their future endeavors.

JIM BIRMINGHAM

Jim Birmingham was elected as a Village Trustee in 1998 and served in that role until 2015, when he ran for Village President. He has since served two terms in that role. During his tenure on the Board, Jim served on the Village's Plan Commission, Public Works Committee, Finance Committee, Park and Recreation Committee, Board of Tax Review, Community Development Authority, and Public Health, Welfare & Safety.

Jim loves his community and is very dedicated to volunteering. He has also served as a member of the Greendale Entertainment Association (GEA), and helps organize the summer Saturday night Gazebo concerts sponsored by the GEA.

In his professional career, Jim's background is in the recycling field, and his expertise has been beneficial to the Board when making decisions on recycling contracts and implementing the use of recycling carts. He has worked with the Park and Recreation Department to organize the residential paper-shredding events (the next one is scheduled for May 22 in the Municipal Parking lot). Birmingham also owns the Broad Street Coffee Shop in Historic Downtown Greendale.

Birmingham shares, "In April of 1997, as a concerned Greendale citizen worried about growing taxes, I attended a budget meeting of the Greendale Village Board. I was told by one of the then-Village trustees, 'If you think you can do better on taxes, why don't you run for a Trustee position,' which I did. Now here I am still serving Greendale 24 years later (18 years as a Village Trustee and six years as Village President).

"I am proud of my accomplishments and feel I did make a difference in a lot of ways over the years, especially keeping property taxes low (2% or less) over the past 10 years. Thank you to the voters who had faith in me to help make Greendale a great place to live," adds Jim. "It has been my honor to have served and represented Greendale residents, and I most certainly will miss it. But I will still be around, and will have more time now to serve you your favorite coffee at my shop, Broad Street Coffee."

SALLY CHADWICK

Sally Chadwick was also elected as a Village Trustee in 1998, the same year as her colleague Jim Birmingham. She has held that position over seven terms. During her Board tenure, Sally has served on the Historical Commission, Public Works Committee and Public Health, Welfare & Safety Committee. She also served on the Plan Commission her entire time on the Board (1998-2021).

This "mover and shaker" was also a prior president of the Greendale Historical Society, and she remains an expert on all historic things in the Village. If you want to know anything about Greendale's history, Sally will be happy to share all she knows. She was involved in assembling the 75th anniversary time capsule that was buried in front of Village Hall, and she served on the Veterans' Memorial group that fundraised and planned for the memorial located at Southway/Broad Street.

Sally was also on the Library Committee, and was the secretary for the Gazebo Committee. She helped to research and develop informational items, articles and brochures, and tours for the Historical Society, and worked on the brick fundraising project for the Gazebo and Jaycee Park.

Sally and her young family moved to Greendale in 1977, with a son in tow and a daughter not far behind. According to Sally, "There were two influencing factors for our family to move to Greendale. We were already members of the Greendale Jaycees and Greendale Jaycettes, so we were hooked into community involvement and volunteering. With two children and the exceptional Greendale school system, the decision was a no brainer."

Adds Sally, "After all that, I wanted to give something back to Greendale because it had provided so much for our family. Running for a trustee position seemed to be a very good way to give back.

"Since day one, the satisfaction of serving the Greendale community has always been the joy of working with Village citizens and the incredible Greendale staff," Sally says proudly. "Trying to help, to listen and to make informed decisions for what is best for Greendale and its citizens has always been a priority – although at times, incredibly difficult."

"THE SATISFACTION HAS ALWAYS BEEN WORKING WITH GREENDALE CITIZENS AND OUR INCREDIBLE STAFF. IT HAS BEEN A TRUE HONOR TO SERVE THE PEOPLE OF GREENDALE."

She continues, "It has been a true honor to serve the people of Greendale. Thank you to all who voted for me over the years. I am currently getting involved in other activities where I hope to still be of service to Greendale." One of those activities is co-leading a group trying to plan for a future Children's Garden in Greendale. "Be sure to watch for news about this new garden," she suggests, "for the child in all of us!"

Thanks again to Jim and Sally, for your many contributions to our great Village!

YOU can also make a difference in Greendale – here's how!

Looking to give back to the Village you love? You can make a difference by becoming a volunteer member of a Village advisory committee, board or commission. These entities provide advice to the Village Board and contribute to the development of policies, programs and initiatives. The Village can benefit greatly from your expertise, enthusiasm and civic pride. Village committees include the Public Celebrations Committee, Plan Commission, Board of Health, Library Board and more. From time to time there are openings on these committees and we need citizens who are interested in serving.

Submit a letter or email to the Village Manager on how the committee/board would benefit from your membership and participation, and how your work, education and/or volunteer experience are relevant. Send to:

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Special Event Recap – And What's in Store for 2021

Greendale is known for its variety of special events. And even though in 2020 they were deeply affected by the pandemic, creative suggestions enabled the Village to still stage many of its events, either by social distancing or holding them online (though some events had to be canceled altogether). We are hoping 2021 will be a bit different, as plans are being made to bring many events back. As the seasons change, it's best to check for updated information online before any event date.

Here is a recap of events that recently took place, with some new information about what to expect in 2021.

Greendale's Holiday Lights Contest

The Public Celebrations Committee sponsored this new online event that encouraged residents to share photos (and locations) of their Holiday Light Displays for families to enjoy throughout Greendale's holiday season. The winner of the Holiday Lights contest, Art Frey, lit up his block with more than 5,000 lights on display – all synchronized to music that attracted visitors from all over to watch his show. "The best part was getting to see friends and family that I might not have otherwise seen last year," Art says. "It will be even bigger and better in 2021!"

Toys for Tots

The Lions Club Toy Drive held during the holidays at the Greendale Welcome Center was an overwhelming success in providing toys for children whose parents could truly use the extra help.



Community Blood Drives

Since June 2020, Greendale has held 10 blood drives with more than 500 life-saving blood donations made. The Greendale Lions Club, Greendale Public Celebrations Committee and the American Red Cross are partnering again for 2021. Donors of all blood types are urged to give now to help the American Red Cross maintain its blood supply. Medical conditions and emergencies don't stop for a pandemic or winter weather. All donations are tested for COVID-19 antibodies, and appointments are strongly encouraged.

Please join us and donate blood at the Greendale Hose Tower at any of the upcoming blood drive dates: March 17, April 9, May 18, June 21, July 14 and August 17.

Welcome Center staff
Julie McFaul (left) and
Margo Kuehn.



Call 1-800-RED CROSS (1-800-733-2767) or visit RedCrossBlood.org to sign up for an upcoming Greendale community blood drive.

Pet Palooza on Saturday, May 8

Save the date as "Pet Palooza" hopes to be back in 2021. This outdoor event attracts a variety of pet vendors, as well as



activities in which you and your pet can participate. Discover the Doggie Dash and Agility Course, plus pet psychic readings, pet character artists, a pet fashion show and more.

Food and drinks from local businesses help make this afternoon fun for the entire family!

Other Greendale Events

Greendale will not be participating in the Tour of America's Dairyland Bike Race this year, but hopes to secure a race date for 2022. The "Clover Crawl" has also been cancelled for this St. Patrick's Day. Other events such as "Food Truck Frenzy" and "School's Out" (sponsored by the Greendale Education Foundation) are still being considered. In addition, the Children's Resale Event, sponsored by the Greendale Entertainment Association will be held in June (see pg. 34), and Gazebo concerts will be announced in the next issue of *Life in the Village*. Read about the Greendale Downtown Market on pg. 32.

Community Calendar Magnet

The 2021 Calendar Magnet will be a work in progress this year as it is updated regularly on the Greendale.org website. It will be available for pick up at the Welcome Center later in the spring.

Historic Greendale Welcome Center: A Hub of Greendale Information • 5680 Broad St.

Looking for Greendale gear, details on a local business, upcoming event information, joining a Greendale organization or a little bit of Greendale history? The Welcome Center on Broad St., open every day, has a wealth of information for visitors and residents alike. Stop by to get the latest info on everything Greendale has to offer!



The new dining room at Noche Restaurante picks up bright accent colors from the Caribbean.



Kids of all ages can work with a variety of art mediums, including paints, at the Field Workshop.



The Milk Can Diner will open in April in the former home of Ferch's on Broad Street.

Welcome to These New Greendale Businesses

Have you checked out these interesting new businesses that have joined the Greendale business district?

Stop by and welcome them to the community!

Field Workshop: A Creative Arts & Tinker Lab

5686 Broad St. • 414-485-7010

This family-friendly art studio and tinker lab, that opened in November, offers a vibrant space where all ages can explore their creative side through open studio, innovative play, classes and education programs. Learn how things work by taking them apart, make a flower arrangement or learn to sew! Parents can relax or get some work done in the comfortable lounge while their kids create, or they can join

in the fun. Visit their website for a list of classes/workshops.

Dia y Noche Café • Restaurante

6601 Northway • 414-246-2002
Breakfast and lunch during the day at Dia Café – and dinner at night at Noche Restaurante. Interesting food choices in this new eatery, all with a South American, Central America and Caribbean vibe. Be sure to check out the outdoor patio spaces when the weather gets warmer!

Milk Can Diner

5636 Broad Street
Soon to open in April, the Milk Can Diner will take up the former space occupied by Ferch's. Enjoy breakfast, lunch and dinner with their fresh bakery, tasty burgers, custards, original craft beer and a full bar. Yum!

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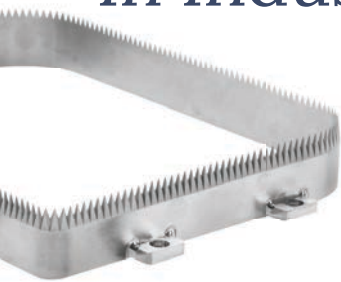


Joseph Masters



Cash Masters

Business Spotlight: The Kinetic Company A Tradition of Excellence In Industrial Knives



Anyone who has passed the large white concrete building at 68th and Loomis Rd. – the one with the aqua-blue Kinetic logo emblazoned on the facade – may have wondered what this company is, and what exactly they do. Of all Greendale's

businesses, The Kinetic Co., Inc., is one of the most unique, so we are pleased to share its story with our readers.

With a longstanding history going back more than 70 years, Kinetic prides itself as the world's leading manufacturer of industrial knives for the paper, wood, metal, plastic, and food processing and packaging industries. This third-generation, family-owned business is testament to Milwaukee's rich manufacturing heritage.

Its fascinating story began in the late 1940s when an industrial tool salesman named C.L. Masters was serving northern Wisconsin – a thriving area, home to numerous paper mills. His customers repeatedly asked if he knew of a source for better quality industrial knives than were currently available. Fueled by an entrepreneurial spirit, Masters conducted research and began making prototypes of high-quality cutting tools in his garage. After moving to a small machine shop on 34th Street in Milwaukee, Masters founded The Kinetic Co. primarily to serve the sanitary paper industry.

Masters soon brought his son Joseph on board, and he, in turn, brought his own two sons, Cash and Jared, into the business. From an early age, these two young brothers

visited the shop with their dad on weekends, and learned the ropes from the ground up. Small, miscellaneous errands gave way to driving the delivery truck. Cash, in particular, gravitated toward the "mechanical" aspects of the business, while Jared was more of the "marketing guy."

When he turned 18 years old, Cash started running the machines, and was intrigued by the larger ones, particularly the "grinders." Over the next 25 years, Cash would be the key person to make decisions on new and rebuilt equipment purchases for the company. During this time, he also concentrated on the knife-making processes, and learned the "old-school" ways from the machinists who had spent their entire careers at Kinetic. Cash was always thinking of, and trying new and more efficient manufacturing methods by using new equipment and techniques.

Since 1970, Kinetic has occupied its 10-acre Greendale site. This state-of-the-art facility is home to highly skilled engineers, metallurgists, machinists and technical support professionals, many of whom have decades of experience satisfying Kinetic customers. Their vast combined knowledge – and passion for stretching the boundaries of quality – equip its customers with the best, longest-lasting knives in the industry.

When Joseph Masters passed away in 2013, the two brothers co-managed the company. Then, in 2020, just weeks before the COVID-19 pandemic spread



Paper Mill Slitter



“No other manufacturer in the world produces the same quality of blades as Kinetic.”

and the world went into lock down, Cash was named president/owner.

According to Cash, his favorite part of leading Kinetic is “leading the best team of salespeople, engineers, finance and skilled craftsman and women. Together we make the finest industrial knives and hardened wear products in the world.”

Kinetic serves a wide range of industries with its diverse product line and quality services:

- Steel Industry
- Paper Industry
- Metal Industry
- Rubber Tire and Plastic Industries
- Food Processing and Packaging
- Grinding, Machining and Heat-Treating Services
- Full-Service Machine Shop

Think about all the fascinating ways an industrial steel knife is used in today's world. For example, blades to cut toilet paper rolls, or other knives for the paper industry, or knives to saw or slit all types of metals. How about knives to shred old rubber tires or plastic, or knives used for food packaging and sealing.

Responding to his first year as president, Cash admits it was a “very long year,” beginning with multiple daily meetings and trying to stay on top of orders – all while keeping staff healthy and safe. “Some customers were ordering several months of product in advance in case of potential shutdowns due to the pandemic,” he explains. “It was a crazy time, going from having a couple meetings a week to being in meetings most of every day. I think about how strong the entire Kinetic team is, and how our many strengths helped us through 2020.”

It is exactly those strengths that set Kinetic apart from the competition. Kinetic offers the industry's most stringent manufacturing and testing processes, and precision-cutting solutions. Consistent quality is ensured by selecting the appropriate

steels. Then, the highest quality, heat-treating services are handled by three distinct in-house furnaces. Proper heat-treating refines the material's grain structure so that it provides the ideal combination of strength, hardness and ductility. And finally, unparalleled service and after-sale support complement Kinetic's high standards. A combination of premium equipment, state-of-the-art technologies and decades of experience allows Kinetic to tackle and solve any challenge – to yield the world's best industrial knives.

Cash admits that “2021 is going to be a game changer” but is excited about what the new year has to offer. Among its new product offerings are two exclusive products being introduced for the paper industry. “After the craziness of 2020, I am so proud of our team as they continue to meet and exceed industry standards, and create innovative products for the future,” states Cash.

Cash and his wife Gina, along with daughter Victoria and son Clayton, have lived in Greendale for more than 20 years. Cash says the Village is a “great place to live, shopping is convenient, and we love the small-town feel while being only minutes away from the airport or downtown Milwaukee.” Get ready for the fourth generation of the Masters' family coming up through the ranks, as Clayton works on Kinetic's shop floor.

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Cash Masters (left) discusses the heat-treating process with staff in front of one of Kinetic's furnaces.

Due to the pandemic, MATC Pathway advisors have shifted their work to reach students virtually.



MATC's Robust Suite of Student Services Makes Path to Success More Attainable

Beyond providing career-ready education and a more affordable path to a four-year degree, Milwaukee Area Technical College offers a full suite of student services to ensure academic success.

During COVID-19 and the resulting economic crisis, students have been forced to integrate education with their personal lives like never before. MATC gives students options to pursue their education while making every tool accessible to them for attaining their goals.

Advising and Counseling Services

As soon as a student enrolls at MATC, a team of advisors and career counselors stands ready to set them up for success. Pathway advisors are one of their first contacts – and will be present throughout the students' educational journey.

MATC Pathway advisors specialize in degree-specific knowledge. These advisors help the student plan their courses for each semester until graduation.

But there's more. Students are also served by a Pathway retention coach who helps them connect to an abundance of "nonacademic" resources, both on campus and in the community, including support for access to food, housing and transportation. Simply put, retention coaches help keep their students on track.

"Every student is important to us. Our teams really care about the students and make sure they have everything they need," says Oak Creek Campus Executive Director Mark Felsheim, Ph.D.

The college also provides career counseling to students so that they are prepared for employment opportunities while attending college and after graduation. Career coaches help students set goals for future employment opportunities, research and identify jobs associated with their educational path, and connect students with industry professionals. Coaches also help undecided students find the right path.

Tutoring Services

For students who benefit from additional instruction outside the classroom, look no further than MATC's free tutoring services. MATC tutors are experts in the subject they instruct and versatile in meeting students' needs.

All in-person tutoring services are structured to follow current Centers for Disease Control and Prevention (CDC) guidelines; however, students can take advantage of MATC's tutoring services by phone or virtually. Virtual sessions, called online drop-in tutoring, allow students the flexibility to reach tutors from the comfort of their own homes. Schedules for available tutors are posted online and are continuously updated so that students never miss the opportunity to supplement their learning.

Child Care Services

MATC offers quality, reliable care to the children of students as well as the community. Child care services are offered at MATC's four campuses and accommodate children 6 weeks to 12 years old, from early morning to late afternoon.



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Dr. Mark Felsheim,
Campus Executive Director

Dr. Mark Felsheim

Visit matc.edu

Each on-campus Children's Center is licensed by the Wisconsin Department of Children and Families to ensure the care is high quality and age appropriate.

Additionally, MATC students benefit from discounted rates for child care services, which means quality child care that fits the students' budgets.



MATC's Promise Program

The MATC Promise is Wisconsin's first free-tuition program for eligible students. Offered to new high school graduates and adults who started, but did not finish, college, the MATC Promise is unlocking access to college for students who never thought it was possible.

Since MATC launched the Promise program, the college has served more than 1,900 eligible students. Learn more at matc.edu/promise.

Oak Creek High School Alumnus Connects Students to MATC

One of the MATC professionals supporting students is Oak Creek High School graduate Will Johnson, who also has a master of science degree from Concordia University. Johnson has been employed at MATC four years as a recruiter, and has helped hundreds of students during that time.

His favorite part of the role is "helping students with entry points and access to college." Prior to MATC, Johnson worked as a recruiter for University of Wisconsin-Milwaukee. Fellow Oak Creek High School alumni may remember him from classes, band, basketball or track. Reach the MATC recruiting team at 414-297-6228.



Will Johnson

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CONNECT Media Communications Provides Real-Life Professional Experiences

Providing high school students with real-life, professional experiences in their learning is a pillar of the Greendale Schools' strategic plan. GHS students enrolled in CONNECT Media Communications programming have first-hand knowledge of how area business professionals are adapting in their work lives during the pandemic. Students met in socially distanced and virtual environments this fall. In all environments, the two-and-a-half-hour class period is filled with learning, and students are showing their understanding of the concepts through a variety of projects.

Here is a window into CONNECT Media Communications 2020-2021.

Mentor Meetings Take Place

Each student enrolled in CONNECT is assigned a mentor. Individual students were matched with a mentor in a field of the student's interest. Among them are American Sign Language interpreters, dietitians, physical therapists, civil engineers, marketing firm presidents and owners, youth soccer club, and many other working professionals who are donating their time to meet with Greendale students. Mentors work for firms from around the area, including Advocate Aurora Health Care, NEWaukee, Wisconsin Athletic Club, HGA Architects and Engineers, Kohl's Corporation, the U.S. Navy, and others.

Students had the opportunity to meet their mentors in a remote format during the first semester. Prior to the meeting, CONNECT instructors prepared the students to transition into the professional realm with lessons on business etiquette, proper email communication and online meeting procedures. Students are provided with a topic list for each month's meetings to help guide conversations.

"Our students report that they were able to make great connections with their mentors and have enjoyed hearing about their career paths," reports Pam Merkel, one of three CONNECT instructors. "(Students) are learning what their mentor's jobs are like on a daily basis, things they wish they would have known and how social media plays into the interview and networking process."

Showcasing Interviewing Skills

Honing interviewing techniques and learning how to write open-ended questions are important skills students practiced in developing their first major video project: The Spotlight Interview. Students identified an individual who has an influence on the GHS community and conducted a Zoom interview with them. From there, each created a three-to-five minute video profile applying their questioning techniques. Students also learned how to conduct interviews and edit raw footage to create a finished story. All interviews were held remotely.

CONNECT Instructor Kate Wagner explained that the structure of the assignment was revised because of COVID-19 guidelines to keep students and interviewees safe. "This project required the filming to be done remotely, and students used different camera angles to keep it interesting, so we had to teach how that could be accomplished," she says.

Other Semester-One Learning

The CONNECT curriculum is multidisciplinary and incorporates coursework in media writing, journalism, speech and film. Students have been identifying different types of stories and writing leads in preparation for writing a feature story for The Outlook, GHS's online publication; presented introductions, small talk, improvisational and demonstration speeches; and are exploring suspense in films. Researching and reviewing

Visit <http://bit.ly/3sAnRc4> to view CONNECT student video projects.

works by the master of suspense, Alfred Hitchcock, is showing students how they can create suspense in their own productions.

Students successfully completing the CONNECT courses are eligible for nine college credits through UW-Oshkosh and UW-Green Bay at the reduced tuition cost of \$900. Courses include Writing for the Media (UW-Oshkosh), Introduction to Film (UW-Green Bay) and Fundamentals of Public Address (UW-Green Bay).

"CONNECT gives students a great opportunity to earn college credits while still in high school," reports Amy Hutter, another of the three CONNECT instructors. "Not only will this save families thousands of dollars, but it will also give students a better idea of the workload that a college course requires. And while these credits will be earned through UW-Oshkosh and UW-Green Bay, they will be accepted at almost any university. It really is a win-win for all."

Thank You to Our Partners!

Our business and professional partners are an important aspect of the experience in CONNECT Media Communications. Greendale High School and the School District extend special thanks to these organizations whose employees donate their time to our students' learning!

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Students practice their interviewing skills prior to filming a video.

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Greendale Education Foundation grants of more than \$300,000 have supported new books, new learning opportunities, STEM projects (science, technology, engineering and math), and technology and learning tools for students and teachers.



We rely on your support to continue serving the students and schools of Greendale.

Please visit our website to learn how YOU can help continue our mission.

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New GHS Robotics Teams Support Elementary STEAM Learning

The 2020-2021 school year is the inaugural year for the Greendale High School Robotics Team. This group of students is participating in the FIRST Tech Challenge (FTC) competition. Because of national competition requirements due to COVID-19, GHS has two FTC teams competing this year: GHS Team 18368, A.L.I.E.N. and GHS Team 18367, GRAFFITI FTC (Greendale Robotics Advocating For FIRST and Inspiring Tomorrow's Innovators).

Both teams are working within the FTC requirements to build and program a robot to compete in a challenge that moves objects on a field to specific locations, and delivers foam rings into a set of goals at the end of the field. Those tasks must be completed both under driver control, and by programming the robot to move on its own. Starting a new program is not easy. These student-led teams have done a great job and are midway through their season, already completing significant projects to spread STEM in Greendale and beyond.

In addition to the robot challenge competition, the FTC program also provides awards to teams that engage their community in STEM (science, technology, engineering and math) programming and education. Both teams are working with elementary school students to further an interest in these fields.

GHS Team 18368, A.L.I.E.N. Partners for STEAMfest
GHS Team 18368, A.L.I.E.N. brainstormed to find a creative solution that would allow a celebration of STEM education

to take place in all of Greendale's elementary schools this year despite COVID-19 social distancing restrictions.

STEAMfest (with "art" added as a fifth element of learning) debuted as STEMfest at Highland View Elementary in 2016, and has been an annual event there ever since. In past years, interested students were invited to explore a topic of their choice from any of the STEAM fields. Students conducted independent research and created displays to share their explorations with other learners in an all-school event held in the evening in the school gym where visitors enjoyed many hands-on activities. Adapting this traditional format to a COVID-safe event was a challenging task the GHS Robotics Club members tackled by developing STEAM Museums. These museums are websites with "rooms" dedicated to each of the STEAM fields.

Elementary school students were asked to share a short video explaining what they researched and what they learned in their investigation of the STEAM fields. These videos are uploaded to STEAM Museum websites where the work is showcased by school. All participants who submitted a video received a STEAM medal and certificate to reward them for their work. In addition, Team A.L.I.E.N. students assembled "take-home" packs with activities related to each of the STEAM fields for students to enhance their STEAMfest experience at home!

Greendale Elementary STEAM Museum websites opened in January, and will remain open so students can keep sharing their STEAM fun with the world. Check out the STEAM Museum web pages from this link on the Greendale Schools website: greendalesteamfest.weebly.com.

GRAFFITI Works "Side-by-Side" With Kids

GHS students on team GRAFFITI have been busy working on outreach projects involving coaching students, creating take-home kits and inspiring younger students to discover careers in engineering.

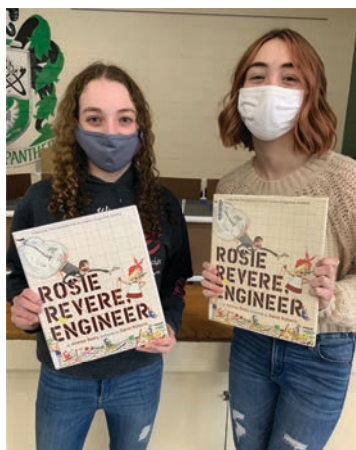
This fall, students on GRAFFITI coached elementary students from Greendale, in another FIRST Program called FIRST LEGO League Explore. The program lets second and third graders focus on solving problems, teamwork and learning the basics of programming a robot, all while having lots of fun. One participant, Eden, described it perfectly when she said, "My favorite part of LEGO League Explore was everything, because it was super fun." Bryn, a third-grader from Canterbury, indicated she "liked building everything and building with everyone here (virtually)."


For its second outreach project, GRAFFITI created original "Icicle Imagination take-home STEM kits." They introduced STEM to elementary students in Greendale and extended their work outside of the community to students at St. Augustine Prep in the City of Milwaukee. To serve these students, the team created 300 bilingual take-home STEM kits. GHS students used their Spanish language skills to make these fun activities accessible to Spanish-speaking households. These kits consisted of fun, winter-themed experiments for students to take home. Student favorites included watching a pinecone's scales close when getting wet and learning how water can make the sugar in candy dissolve.

GRAFFITI team members also made a virtual appearance in the Greendale third grade classrooms. They read "Rosie Revere, Engineer" and shared FIRST with the students. At the end of the meetings, so many students showed interest in STEM. GRAFFITI is working to expand this program to reach many more students, and have an even greater impact on the community.

Get Involved!

Greendale High School's program is looking for adult mentors in mechanical engineering, electrical, Java programming, business, graphic design, CNC and OnShape CAD. Please email GreendaleRobotics@gmail.com if you are interested in helping out.





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Greendale Schools' Staff Celebrate MLK Day With Day of Service

Greendale Schools' staff celebrated Dr. Martin Luther King, Jr. Day on January 18, as a day of service. MLK Day is the only Federal Holiday designated as a National Day of Service to encourage all Americans to volunteer to improve their communities.

Using Dr. King's sermon entitled, "The Drum Major Instinct" as a guide, Greendale staff are understanding their role to embody Dr. King's message and set an example for students. The District set aside 2021 MLK Day as a day of reflection and service for all staff through inservice programming, and by offering the afternoon for staff to complete a local service project.

In their morning program, staff took time to review the District's work in creating a more inclusive, welcoming and

anti-racist school district every day. The presentation shared information on the actions the schools, staff and students have taken to ensure this vision. Work continues to fulfill this mission and in February, the District launched its celebration of Black History Month. Programming was developed by our Student Equity Teams to acknowledge Black Lives Matter at School Week the first week of the month.

Staff members worked independently or in socially distanced groups to complete their MLK Day of Service activities. From organizing and donating items to the Milwaukee Rescue Mission, to donating plasma or knitting winter hats for the elderly, school staffers exhibited the spirit of Dr. King's message to the community. The photos here provide additional information on the projects that were completed.

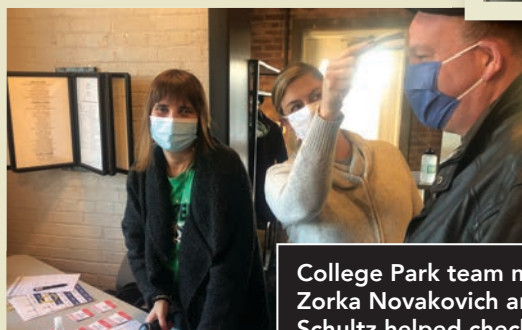


Middle school 6th grade teachers supported a Black-owned business and purchased \$50 worth of healthy spring rolls from Funky Fresh Spring Rolls in the Sherman Phoenix development in Milwaukee.



GHS Athletics & Activities secretary Karla Geiger and her husband helped package 3,900 desserts for Community Projects for Seniors that were added to hot holiday meals delivered to senior apartments by volunteers.

Highland View teachers Erin Chontal, Lisa D'Acquisto, Katrina McNamara and Kristin Martens assembled 187 hygiene packs at Milwaukee Diaper Mission for area families.



College Park team members Zorka Novakovich and Jen Schultz helped check in donors at the Greendale Lions/Red Cross Blood Drive.

Greendale Schools Director of Human Resources Julie Grotophorst served as a "Friday helper" with Street Angels Milwaukee Outreach.





Understanding Dr. King's Legacy in Words and Art

The Greendale Welcomes Diversity Program Committee and Greendale Schools sponsored art and essay contests for Greendale students in January. The contests were designed to honor the legacy of Dr. Martin Luther King, Jr. and raise awareness about his accomplishments. The requirements of the contests varied depending on the grade of the students participating, but all were intended to teach students about Dr. King's legacy.

Older students were asked to write a reflection based on Dr. King's Other America speech, while younger students wrote in response to the question, "What do we need to change in America so everyone has the same opportunity?"

The art contest included opportunities from coloring sheets (grades 4K-2), poster submissions (grades 3-5) and video

presentations (grades 6-12). Watch the video of Greendale's MLK Day Art and Essay Contest Program on the District's YouTube channel.

Winning authors and artists participated in a digital MLK Day Program on the evening of January 22, and presented their work to attending community members.

Teachers at all levels led learning on the life and work of Dr. King during the month of January. Resources were shared with families to help them find ways to continue that celebration on the January 18 day away from school.

The Greendale Public Library and Milwaukee Public Library shared multiple ideas and links to MLK Day celebrations on their websites.

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Students show off their recent library selections.

Schools Expand Student Access To Great Books During Pandemic

Even in this somewhat nontraditional school year, Greendale middle and elementary school students still have lots of access to great books. Greendale Middle School students have a variety of options to help them maintain their literacy skills.

The school tripled the eBook and digital audiobook collections and made it easy for students to access them using their school Google login. The GMS Bookhub service allows students to easily request print books and then pick them up in the library or from a library table in front of the office. Programs like Battle of the Books, a book club called the Lit Squad, and the Fall Into Reading Challenge offered opportunities to connect, socialize, and earn rewards for reading and other literacy-related activities.

In the fall, Sandra Speare, library media specialist at Greendale Middle School, shared a “GMS Reads! Book Ideas Video” with the students. It discussed the most popular books in the GMS library. These books are the most checked-out year after year, and many of them are ones that students like to read over and over.

In the elementary schools, younger students are visiting the library weekly for a “walk-thru” book check out, relates Linda Thomas, the District-wide elementary library coordinator. There is a wide variety of books on display on the tables, and students walk through and choose, taking the ones they touch. A quick visit to the circulation desk and they are on their way. Older students have learned to log into the library

automation software and use the catalog to locate and request books of interest. The books are then pulled, checked out and delivered to their classrooms on a cart. The library requests are made weekly.

“Our virtual students are able to request books weekly as well, utilizing our lobby pick-up for library books,” explains Mrs. Thomas. “All books requested before noon on Wednesday are available for pick up after 2 p.m. on Thursday each week. We have many students taking advantage of this service!” (All books returned to the library are quarantined for three days before circulating again.)

In addition, all of our students have 24/7 access to 800+ eBooks and nearly 50 audiobooks in our elementary library collections. Pandemic or not, it’s a great time for reading, no matter what your age or grade level!



Sandra Speare, the library media specialist at Greendale Middle School, dresses up for “Book Character Day.”

SCHOOL HIGHLIGHTS

GHS Spring Play Offers Innovative Opportunity and Production

The Greendale High School spring theatre production will be a play entitled "Blessings from the Pandemic," a poetry cycle in five movements by Rich Orloff. "This is an exciting opportunity for GHS Theatre to be among the first in the nation to perform this newly written script," says Eric Christiansen, GHS Theatre Director. "We will rehearse the show virtually, and will create a video to be downloaded March 19, 20 and 21 and 26, 27 and 28."

Here is the author's preview for his script:

"In March 2020, as the Covid-19 crisis intensified, I gazed out the window of my New York apartment, and a poem appeared in my mind. Since then, I've written 60 poems responding to this challenging time. The poems range in style and topic from the mundane and playful to the reflective and spiritual.

"I've combined these poems into a performance piece called 'Blessings from the Pandemic,' which has had on-line performances presented by theaters in New York, Detroit and Dayton, with several other performances planned for 2021."

Greendale High School Theatre has a history with Rich Orloff dating back nearly 10 years. "We performed two of his plays through the Advanced Theatre Class, "Funny as a Crutch" in May 2011, and "Nothing Serious in May 2014," says Mr. Christensen. "Mr. Orloff visited our class in 2014, and we had the chance to speak with him about our performance of the latter script. We are planning a time during the rehearsal process for the cast to meet (virtually) with Mr. Orloff for this show as well."

Hour of Code Program Introduces Students to Computer Coding

Commemorating Computer Science Education Week in December, students in grades 5K-5 at Highland View



Elementary had the opportunity to participate in an "Hour of Code." This program introduces students to coding (creating commands on the computer to complete certain tasks) and the possibilities that go along with learning how to code. The students had fun with coding!

Greendale Schools Begin Weather Hazard Planning

Greendale Schools is partnering with Fair Skies Consulting and local meteorologist Mark McGinnis to develop a weather hazard plan for the District's schools, and recreation and athletic programming. The Greendale School District Weather Hazard Plan will explain the arrangements for management of weather and severe weather situations within the District. Its purpose is to identify, strengthen and coordinate resources to help the District prepare for timely and effective response to weather and severe weather, and to increase safety and reduce disruption from weather-related incidents.

In the coming months, District administrators and building principals will be developing a plan that defines what hazardous weather matters could affect the schools, how the District will monitor for those weather hazards, and how it will respond and communicate to staff, students and the public in those situations. More information and the final plan will be made available on the District website.

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A collection of multi-lingual, interactive books was funded by the Greendale Education Foundation for 4K students.

MAKING A DIFFERENCE IN 2020

Greendale Education Foundation Continues to Support Our Schools

The year 2020 was a challenging one for all, but the Greendale Education Foundation continued to make an impact on our schools, students and staff.

2020 support for a variety of educational programs and scholarships included the actions listed below. However, the Foundation urgently needs your help now to continue its mission to support and enhance education in our community.

KICKING OFF 2020 A Foundation grant helped Greendale Elementary Schools present "Rosa Parks and Friends" and "North by Night: More Heroes of the Underground Railroad" to students to complement their Black History Month curriculum. Students were introduced to key figures in Black American history in a way that brought those figures to vibrant life.

FEBRUARY 2020 The Foundation had the opportunity to support some of Greendale's youngest learners by providing funding for a collection of interactive, multi-lingual books and

games for 4K students that could be sent home, allowing families who might also be learning English, to support in-school learning. Soon, that sort of take-home information would become even more important.

That month, the Foundation also provided funding for a set of self-regulation and mindset books and tool kits for learners. No one knew at the time how important students' abilities to persevere outside of a traditional school setting would be, but even before COVID-19, these books and tools directly helped students meet their educational goals and learn new skills.

MARCH 2020 The Foundation provided a major grant to Greendale Elementary Schools to enhance their reading rooms with new books supporting themes of inclusion, equity and diversity to help align with the Districts' goals. In a time where students are feeling more isolated than ever, having access to books that help all students feel supported and included is incredibly valuable.

JUNE 2020 The Foundation was honored to once again award four \$1,000 scholarships to Greendale High School seniors. These scholarship winners: Mason Hanizeski, Isabella Thiel, Alyssa Tomczak and Van Nguyen were exceptional and inspirational to all! The awards included scholarships in memorial of Gertrude Bates and Eriks Klavins, and the Greendale Organization to Encourage Scholarship.

SEPTEMBER 2020 A grant to Greendale Schools provided funding to purchase customized bicycles (with accessibility enhancements for students unable to use traditional bikes). These bikes allow every student to enjoy and gain the benefits of biking. Because exercise and normalcy are so essential to learning at all times, not just during a pandemic, these bikes provide an essential support for the students that need them.

The Foundation also provided funding for individual sensory bins for 5K students, since students could no longer share bins during COVID-19.

In addition, the Foundation provided funding to help start a robotics team at Greendale High School (see pg. 20).

In 2020, Foundation grants totaled \$19,535 to support Greendale schools, students and staff. This adds to the almost \$400,000 it has provided since the organization was founded in 1997.

However, just like 2020 itself, there were obstacles. Major GEF fundraisers like "Mulch Madness," the "School's Out" event in Historic Downtown Greendale, and "Food Truck Frenzy" were all canceled due to COVID-19. In 2021, the "Cheers to Education" fundraising event has already been indefinitely postponed as well. This has resulted in a dangerous drop in the amount of financial support the Foundation can provide to Greendale Schools.

The best way for YOU to help is to become a Foundation member. **Visit the website greendalefoundation.org and sign up today.** Your participation will help the Foundation continue its mission of supporting our kids and schools into 2021 and beyond.

Questions? Send an email to GreendaleFoundation@gmail.com.



An Education Foundation grant funded the purchase of customized bicycles for use by students who are unable to use traditional bikes.

Happy New Year from the Greendale Chamber of Commerce



As we enter an exciting new year filled with promise, we reflect on the challenges of 2020. We are reminded that we need each other to be successful, and sometimes, just to survive. We are – and always will be – stronger together.

Greendale Chamber of Commerce board members are committed to the Village of Greendale, its businesses and residents.

Our 2021 New Year wishes for you . . .

... To stay safe, healthy and prosperous, and to adapt and grow in order to make 2021 a great year.

– Curtis Grace, Branch Manager-US Bank

... Health and happiness for all of our employees, customers and businesses. Tomorrow is never promised, so make the best of today.

– Carolann Matzek, Chamber Secretary and Vice President, BMO Harris Southridge Branch

... All the very best in 2021, as you embrace it with a kind heart and go forward with a renewed perspective.

– Jody Smith, Owner-Forge Marketing Consultants

... That your job brings you personal growth and career advancement, with warm trustful relationships and wealth in the coming year.

– Donna M. Ouellette, Mortgage Loan Officer-Landmark Credit Union

... That you find meaningful ways to make a difference... that you inspire a child, empower an employee, offer a hand to an elder... that in 2021 you rise and shine.

– Debbie Barth, Chamber Board President and Executive Director, Harbour Village

... To keep moving forward, opening new doors...because curiosity keeps leading us down new paths.

– Rich Busalacchi, MATC, Lions Club and Milk Can Diner

... That 2021 be the year of health above all, the end of this pandemic, and a year filled with prosperity, love and happiness.

– Attorney Georgia Konstantakis, Konstantakis Law Office, LLC

... To improvise and be resilient in 2021, with a new perspective to embrace an infinite game.

– Muddassir Mohiuddin, Owner and Clinical Director-Therapy at Home

... That you have the optimism, courage and determination to overcome any obstacles that come your way.

– Shannon Combs, The Combs Team Re/Max

... Health, happiness and prosperity!

– Maria Athens, Maria Athens Appraisal

... New opportunities to learn and grow!

– Kim Amidzich, Superintendent-Greendale Schools

Visit greendalechamber.org

Joining the Chamber of Commerce Is a Smart Business Decision



Looking for a great return on investment? Join the Greendale Chamber of Commerce! You will find great value in the networking opportunities, increased visibility in the community and professional development that membership provides. Here are some of the many reasons why Chamber board members find the organization so valuable to their personal growth and business success.

"Building relationships and trust"

Have you checked out the new website: GreendaleChamber.com? The online directory is a great resource for the community. I am also excited about the online traffic and credibility it will bring for Chamber member businesses. Upcoming events posted on the website are golden opportunities to meet other local business owners and Village leaders.

I love Greendale and value the connections that my husband and I have made here. We lead a 7-person real estate team, and know that building relationships and establishing trust have been critical to our success. Being actively involved with the Chamber and hosting "The Faces of Greendale" project (see pg. 11) are just two of the ways that we stay connected and give back to our community.

As a Chamber board member, I look forward to doing my part to make sure that Chamber membership is always a smart investment.

Shannon Combs, The Combs Team-RE/MAX Realty 100

"Community service opportunities"

As your Greendale Chamber secretary and also the vice president of the BMO Harris branch in Greendale, I have lived in Greendale for more than 30 years. I welcomed the opportunity to become part of the Chamber because I was excited to learn more about the businesses here. I remain a member because I enjoy the networking events we have had, and the great relationships that are built from these events.

The greatest benefit I have received from our Chamber is the community service opportunities I have had, such as the holiday tree lighting ceremony, providing treats to all of our guests, and welcoming visitors to our Village. As a GCC member, I have been able to share referrals to our great businesses and restaurants, and promote the services that Chamber members provide, especially those I personally frequent.

Our Greendale Chamber helps our members and community connect at all Village events and celebrations. I look forward to a time when we can all meet again in person and share our businesses with one another!

Carolann Matzek, Vice President-BMO Harris Bank, Southridge

"Government leader's involvement helps grow the community"

As a Greendale resident and also the Village Manager of Greendale, I know the importance of the Chamber. The organization exists to help local businesses improve their bottom line. And during this pandemic, the Chamber is more

important than ever to maintain a healthy and vibrant business district. I was part of a team that worked with the Simon Property Group to bring about the redevelopment of Southridge Mall and a new Macy's department store there. I have seen and experienced firsthand how businesses working together can make a big difference in today's challenging world.

Todd Michaels, Village Manager

"Greendale businesses engaged with Greendale Schools"

Joining the Greendale Chamber of Commerce has facilitated relationships with other local businesses and improving our service to students in Greendale Schools. Through the Chamber, students have earned scholarships, connected with local businesses for authentic projects to extend their learning in the classroom, and found jobs, internships, and pathways to careers. In addition, many Chamber members have participated in strategic planning and served in an advisory role on the development of several initiatives, including the CONNECT Media Communications program at Greendale High School (see pg. 18). As superintendent, I value the opportunity to engage with businesses across industries and our community to improve student learning.

The Greendale School District serves 2,700 students from 4-year-old kindergarten through high school, providing multiple opportunities to find academic success and develop the "Attributes of a Greendale Graduate."

Carolann Matzek



Curtis Grace



NancyAnn Stark



Kim Amidzich



Jody Smith Georgia Konstantakis





Shannon Combs



Muddassir Mohiuddin



Maria Athens



Debra Barth



Todd Michaels



Donna Ouellette

character, citizenship, communication and collaboration, critical and creative thinking, and personal wellness.

Kim Amidzich, Superintendent-Greendale Schools

"The best way to get involved in the community"

I've been an attorney for more than 33 years, and after opening my own office in Greendale in 1999, I found my local clients to be terrific people. I joined the Chamber board a few years ago to get to know more about Greendale's vibrant business community. Every member brings new, fresh ideas to the table to better serve their customer base and shares those ideas with other members. Greendale is a wonderful place to grow a family, a business and a home.

My areas of practice include probate, wills and guardianships – affecting most people's lives at one point or another. I am always happy to meet people in their homes to ensure ease and comfort.

NancyAnn Stark, Attorney

"Caring for the growth of the Greendale community"

After taking over as branch manager of the US Bank Southridge Branch in August of 2019, I attended my first Chamber breakfast event at Harbor Village with a few of my partners from the bank. It was a chance to meet different people from the community, along with receiving great information about the community and upcoming events. This demonstrated that this group not only focuses on the personal growth of its individual businesses, but also cares about the growth and wellbeing of the Greendale community as a whole. My Chamber involvement has allowed me to meet a lot of fascinating people – we are a resource for the Greendale community.

Curtis Grace, Branch Manager-US Bank

"My connection to the world"

Building relationships matter. And while the internet and online communication are the windows into your world – real life, in-person communication/connections are the door. I have found the Chamber to be my connection. As a mortgage loan officer at Landmark Credit Union, I am also honored to be on the Greendale Village Board as a trustee. I have found value in the Chamber by developing relationships with other business professionals in our community through networking and camaraderie.

I hope we will attract new members this year to create more opportunities for all, and to add to our "sizzle!"

Donna Ouellette, Mortgage Loan Officer, Landmark Credit Union

"Developing connections and friendships"

Shortly after moving to Greendale and joining the Harbour Village senior living campus as executive director three years ago, I was invited to join the Chamber, and then to become a board member. My new Chamber friends welcomed me with open arms. I was even given a two-hour personal tour of the Village so I could understand how the sections were laid out, learn about our rich history, and the many businesses and services available in the Village.

My involvement with the Chamber and our members affords me opportunities every day to develop connections and friendships that ultimately benefit my Harbour Village residents, employees and the entire Greendale Village. Becoming engaged and invested in our community and our commerce is what the Chamber is all about. I'm excited to serve as the 2021 Chamber president and welcome everyone to participate in our Chamber energy.

Debra Barth, Executive Director-Harbour Village Senior Living

"A deeper understanding of businesses and who they serve"

For my business, the Chamber is a gateway to the key players that affect business in Greendale, which is why I serve on the Board. I rub shoulders with the Village manager, school superintendent, other bank managers, and more importantly, well-connected business owners.

I look forward to seeing our culture of sharing referrals grow even stronger as we now have access to an online database where we can refer our friends and other contacts for resources.

Being the owner of an advertising/marketing firm, I want a relationship with my clients that gives me a deeper understanding of their businesses and the people they serve. That's why at Forge Marketing, we thrive on helping great companies share the things that make them remarkable. We do all this with a small team of independent writers, programmers and designers that build professional websites that will blow your mind, not your budget.

Jody Smith, Owner of Forge Marketing Consultants and ForgeWorkshop.com

(continued on pg. 37)

Join the Greendale Chamber of Commerce today and SAVE 50% on the price of 2021 memberships! PLUS, so many benefits ...

- Networking events
- Free advertising opportunities
 - Business referrals
- Promote your business at the Welcome Center
- After-business socials
- Sponsorships and community support

Visit greendalechamber.com to join or for more information!



This updated patio in the "B" section shows how an Original can provide an inviting outdoor space.



This garden trellis near the paths of Greendale welcomed visitors to a landscaped garden.



The Apple Court Original is awaiting spring to begin its plantings.



Compare this vintage (1940) photo to the Azalea Court photo. Is this the same house?



The Village has proudly greeted visitors as a "Garden Community" for decades.



This Azalea Court Original and its eye-catching garden was a favorite on the Garden Gazers Walk (this year on July 10).



A Welcome Addition to Our Garden Community

By Ted Mainella and Robb Nowak

Spring is on its way – we promise! The snow and ice will soon give way to fragrant lilacs, beautiful hydrangeas and flowering crabapple trees. Greendale's Garden Community will soon be alive with color and plantings that represent the Village's early days.

As you have seen in past issues of *Life in the Village*, the restoration of the Original on Apple Court is nearly complete. Thanks to the generous help of the many donors and volunteers, the Greendale Historical Society has brought back to life a home that needed tender loving care – along with gallons of paint, stain and a few drops of perspiration! Looking through the restored original windows at the snow-covered yard, all thoughts are on spring and making plans for landscaping. A new driveway, sidewalks and patio have been installed, and the new landscaping this spring will be the "icing on the cake." The Apple Court Original will continue the legacy of Greendale's "Garden Community," that is part of the original concept and design of the Village of Greendale.

Greendale planner Elbert Peets made it clear that this Greenbelt town was to be a Garden Community from the very beginning – with generous green spaces, public parks and tree-lined streets. This inspired residents to create their own gardens. Houses located very close to the street allowed for bigger yards than in the city from where folks came. This made room for flowers, vegetables and ample room for kids to play. That same plan is being followed now, and includes flowering plants and trees typical of the early days of Greendale, and even a tomato plant or two in honor of Greendale's WWII Victory Gardens.

A walk along Broad Street to Gazebo Park, the Veterans Memorial and Lions Park shows how Greendale's "Main Street" contributes to the Garden Community concept. Grandhaven's

annual flower plantings along Broad Street make the Village Center a special place to visit. Just past the Broad Street stores are the many pathways of Greendale.

One of the longest paths leads to 5597 Apple Court. A look inside shows the interior restored to its original appearance with oak floors, 1930s metal kitchen cabinets, and yes, those Ponderosa pine-beamed ceilings. Outside, Peets' landscape plans will be honored. So, in these last days of winter, it's time to review the Burpee seed catalog and others, to plan the landscaping for the next addition to Greendale's Garden Community.

The restoration of Apple Court has been spearheaded by the Greendale Historical Society with the help of many volunteers – this has been a true community project! They have brought craftsmanship and knowledge about what the Originals looked like and how they were lived in – and loved.

We now need YOUR help. Please share your knowledge, memories or photos of the designs, plants and gardens from the past. Your input is extremely valuable. Call 414.421.1938, or visit the Historical Society website: greendalehistoricalsociety.org.

The Original on Apple Court will be more than a static display house with gardens to walk by and admire. It will be a welcoming, living and breathing home – a historic link to Greendale's past that will be available for tours, special events and overnight stays. And when you visit, it's OK to pick a tomato! (but please leave some for others).

As spring approaches, we need your donation, your time or some sage advice. Coming soon: the "Plant the Future on Apple Court Endowment Campaign." With your help, 5597 Apple Court will be a "Showplace of Greendale History" inside and out.

The Early Years of Our Garden Community

From the oral history book "Greendale Remembers: The Story of the Village in the Voices of its People."

"The government planted cherry trees – one in front of each house. When the cherries were ripe, I canned them. One year I canned 85 quarts."

– Eileen Campbell, Pioneer resident

"In 1938, Greendale was new. Rows of shiny cinder-block houses nearly alike were arranged around planned parks. Each house boasted two new lilac bushes, and a prairie rose on the outside and a family with young children inside."

– Ruth Sorenson Fulwiler, Pioneer resident

"Our first home was Azalea Court on the corner of Northway. I noticed when I drove by there recently that those Azalea bushes are still growing. They have them cut all the way down and they're growing back again! At the time we lived there they had beautiful flowers on them."

– Eleanor Jolly, Pioneer resident





Greendale Downtown Market Celebrates 30 Years: 1991-2021



Who would have thought what started out as a simple conversation between a married Greendale couple would turn into a popular and very successful summer market, now going on 30 years! Before farmers markets started popping up all over, Greendale residents Jim and Bonnie Cyganiak initiated the Market project when they were members of the former Greendale Promotion Committee. In the early days, only fresh produce was offered – then flowers and plants were added, along with bakery goods. Today, the Greendale Downtown Market is a shopper's delight, with the addition of handmade crafts, honey, apples, handmade florals, cheeses, meats, eggs, CBD products, pre-packaged food items and more. **Check the Park and Rec. website weekly for a list of vendors at each market.** You can also find custom-created Greendale logo'd merchandise, like T-shirts, sweatshirts, mugs, and dish towels.

Although co-founder Jim Cyganiak is no longer with us (he passed away in March 2020), he certainly would have been thrilled to help celebrate this year's 30th anniversary of the Market. According to his wife, Bonnie, "The Greendale Market has been successful from day one," she explains. "Greendale residents have always loved to come downtown, visit with friends, and stock up with delicious homegrown produce. What a wonderful way to start the weekend," she adds.

The Greendale Market was first held in the municipal parking lot, in front of the Hose Tower on Parking Street. Now with so many additional vendors, the Market takes up the entire block of Broad Street in Historic Downtown Greendale. Today's Market is managed by the Park and Recreation Dept.

"The Market was an important part of my husband's life, and my life as well," Bonnie continues. "Our residents and farmers have always been so supportive of this weekly summer event, and we could not have done it without the many volunteers that helped."

Jackie Schweitzer, director of the Park and Recreation Department and manager of the Market, explains, "We consider our Market to be one of the best in the area, a feeling documented by the same farmers and vendors who have been returning for decades to sell their goods."

Bud Schmit, of Schmit's Farm Produce, agrees. He is one of the original farmers who has participated in the Greendale Market since 1991 – and will be there again this year. "This market is so well organized, and the vendors are really taken care of," says Bud. "Jackie and her husband bend over backwards to take care of us, and customers in Greendale are so appreciative to be able to buy fresh produce direct from the farmers."

Things will be a bit different this year (as was last year's Market) with special protocol in place to keep everyone safe (see guidelines below). But there will still be plenty of the freshest produce in town, along with all the other products available for purchase. You don't want to miss the Market every Saturday this summer (June into October). Exact dates will be posted soon. For more information, please contact the Greendale Park and Recreation Department at 414.423.2790.

What You Need to Know About This Summer's Market (COVID-dependent)

- Do not attend the market if you are sick.
- Masks are recommended (but not required).
- Limit the number of people with you.
- Follow a clockwise rotation while shopping.
- Minimal customer handling of produce/products.
- Do NOT bring your own market bag.
- No consumption of food/beverages on the street.
- Limit your time at the market.
- Keep your social distance of 6 ft.
- NO seating will be available/no samples will be offered.
- NO dogs/pets are allowed!
- Practice good hygiene before, during and after your time at the market.



BRICKS, ANYONE? Own a Piece of Greendale!

By Sue Bunker,
Greendale Lions
Club Board Member



The structure in Gazebo Park on Broad Street signifies our "historic downtown." It is a gathering place, a photo opportunity and a landmark for local residents. Beyond these visual cues, though, it also is a symbol of a vibrant, local club.

Desiring a distinctive place to congregate in the Village, the Greendale Lions Club was the sponsor for the initial building of the Gazebo – raising funds, designing the structure and securing the labor force (including volunteers). In the end, they produced a structure that has not only become an integral part of the Village of Greendale, but also continues to last as a memorial for events, Lions Club members and the families of Greendale. How? The foundation of the Gazebo is a tapestry of bricks that tell their own story of the history of Greendale.

As part of the initial fundraising for the Gazebo, the Lions Club developed the idea of selling bricks so the community could take part in contributing to the Village's new gathering spot. Advertised as a way to memorialize a family, an individual, a company or a special group of people, residents purchased bricks so their names and/or personalized messages could be part of the base of the Gazebo. The response was overwhelming and the Lions Club sold enough bricks to complete the Gazebo floor. Today, these bricks form a solid foundation on which bands play, weddings take place and prom pictures are taken.

After these initial bricks were sold and installed, the Lions discovered that there was still an interest from many people. With no need to raise funds any longer and not having any space left for bricks on the floor of the Gazebo, the Club had to determine a way to satisfy all of these requests. Exercising their creative spirit, the idea of having bricked paths leading to the Gazebo was decided upon as the solution. The paths were implemented and for many years after the initial fundraising effort, many bricks continued to be sold and installed.

Taking a stroll around the Gazebo, on the paths and (most recently) around the water "bubbler" shows how a community has kept an old tradition alive as the bricks have become more creative in their presentation and wording. Also, the purchasers have become more varied beyond individuals and families. Companies, groups and high school classes now blend with the more familiar names scattered about Gazebo Park.

It has been more than 25 years since the Gazebo was constructed (it was dedicated on 8/13/95). Unfortunately, time can dim the memory of a localized effort that gave residents a sense of ownership in "their" Village. The ability to purchase bricks never stopped, it just landed "under the radar" as a quiet option available. The Lions Club wants to resurrect the idea that owning a piece of the Village of Greendale will always hold meaning for many residents.

Did you know that the tradition of purchasing bricks at the Gazebo still continues today? For only \$35, anyone can imprint a name in the history of Greendale. Consider creating a lasting imprint for yourself, your family, a special someone, group or company that will broaden the rich tapestry already in place.

BUY A GAZEBO ENGRAVED BRICK!

The Greendale Lions Club is accepting donations for engraved bricks to be placed in the path in front of the gazebo. Brick requests received during the year and before December 1 are installed the following spring.

Single bricks will be engraved with names (no message) for a donation of \$35. Two or more bricks will be engraved for a donation of \$30 each. Applications will be accepted only if corresponding payment is made online for the proper amount.

This opportunity has been made even easier: visit the Greendale Lions Club website (greendalelions.org), scroll down to the bottom of the home page and click on "Purchase a Gazebo Brick" in the "How Do I?..." section.

Visit greendalelions.org



Greendale Entertainment Association (GEA) Looks Forward to Bigger/Better Year in 2021

By Chris Henry

For years the Greendale Entertainment Association (GEA) has been hosting the Saturday night Gazebo concert series, Children's Resale events, and the Hose Tower stage and family entertainment area at Village Days. 100% of the profits generated at these events from food and beverage sales stays within the community we serve. It is our hope that after 2020, we will return bigger and better than ever when it is safe to do so – and we will be able to help the Village and its residents for years to come.

As a community-based organization with no national support, the Greendale Entertainment Association was hit hard by the pandemic last year. Almost all of GEA's fundraising events were canceled in order to help stop the spread of the virus. Unfortunately, our charitable contributions to Greendale families, students and teams suffered as well.

While this year also looks like it will be different from years past, we have been working on ways to safely hold our events without negatively impacting the Village or contributing to the spread of the virus.

The Spring Resale has been postponed until June 26 to avoid disruption to students at the high school. It wasn't until the Fall Resale was officially cancelled that we realized how many parents rely on the sale to clothe their kids without emptying their wallets. So thanks to the messages and support from buyers, sellers and the tireless work of our volunteer team. We are working to make the sale happen in June while meeting social distancing, masking and occupancy requirements to keep sellers, shoppers and volunteers as safe as possible.

In addition to the Resale, we plan on expanding our weekly Saturday night Gazebo shows ("Music on the Green") by booking new acts, offering a beer/wine pop-up bar and

encouraging take-out from Village restaurants. The shows will take place every Saturday night during the summer except during the Lions Club 4th of July festival and during the probable return of Village Days in August.

Planning is already underway for the four-day Village Days tradition which will be held on August 12, 13, 14 and 15 (COVID-dependent). We will again be featuring "Greendale's largest happy hour" to kick it off on Thursday night, a new and improved family entertainment area, a Sunday Family Day, and the return of the GEA Hose Tower entertainment stage.

While nothing is guaranteed these days, our members remain hopeful that we can get through this year on a positive note. With hard work and community support, we hope to come out on the other side better than ever.

For updates or more information on how you can get involved, please visit our website: greendaleentertainment.com or follow us on Facebook.

THE GEA WOULD LIKE TO THANK ITS SPONSORS:



SAVE THESE 2021 DATES:

SPRING RESALE
Saturday, June 26

SAT. NIGHT GAZEBO CONCERTS
"MUSIC ON THE GREEN"

See the show schedule in the June issue
of Life in the Village

GREENDALE VILLAGE DAYS
August 12-15 (COVID-dependent)

Also sponsored by the Greendale Lions Club
and other local non-profit groups

About the Greendale Entertainment Association

Founded in 1997, the Greendale Entertainment Association (GEA) is a not-for-profit volunteer organization dedicated to enhancing the public celebrations and social events in Greendale.

Join your friends and neighbors and

VOLUNTEER TODAY!



Semi-Annual Children's SPRING

RESALE

SATURDAY, JUNE 26

Time TBD

The sale is dependent on the
status of COVID-19, vaccinations,
and the ability to social distance.

INFANT TO TEENS

More than 270 vendors at
Greendale High School

VOLUNTEERS NEEDED!

Presented by the Greendale
Entertainment Association (GEA)

For complete information,
visit greendaleentertainment.com.



~ OUT AND ABOUT IN THE VILLAGE OF GREENDALE ~



Welcoming Spring ... It's Right Around the Corner!

We are excited to greet the new spring season – and it's already showing promise of great days ahead! With social distancing still in place, many of Greendale's events are returning this summer (see pg. 38). So mark your calendars and get ready to enjoy another season of loving living in Greendale!

1. Megan helps to deliver pre-packaged STEM kits to St. Augustine Prep in the City of Milwaukee. To serve these students, the STEM team created 300 bilingual take-home kits. **2.** Field Workshop, a new business on Broad Street, offers an assortment of fun and creative workshops, including learning how to sew. **3.** An Education Foundation grant helped Greendale elementary schools present "North by Night: More Heroes of the Underground Railroad" to complement their Black History Month curriculum. **4.** The Greendale Health Department has been busy booking vaccine appointments. Read more on pgs. 4-5 about the dedicated work of this vital Village department. **5.** One of Greendale's newest businesses is Dia y Noche Café • Restaurante. See more on pg. 11.



CONTINUATION OF GREENDALE CHAMBER from page 29

"A strong connection between community and businesses"

The Greendale Chamber offers such amazing resources for both the businesses and the residents of Greendale. The Chamber encompasses all that is good about the Village! We benefit by meeting and collaborating with other local businesses, who in turn, help us reach the residents of Greendale.

The Greendale community is such a special group of people. I have never witnessed another community like it, and I am so grateful to be a part of it. I am the founder of Therapy at Home, serving residents throughout the greater Milwaukee area with physical, occupational and speech therapy.

Muddassir Mohiuddin, Director of Clinical Services-Therapy at Home

"Making lifelong friends"

The Greendale Chamber holds a special place in my heart. Within a few months of joining the GCC, I was welcomed with open arms, and was asked to participate on the Board. Since my involvement with the GCC, I have connected with many business owners and have made lifelong friends. The Greendale Chamber is committed to advocating, promoting, connecting and educating our local businesses – and the community. The focus of "Think Local, Buy Local" is the cornerstone and economic heart of Greendale. Our goal is for ALL our businesses to succeed by working together! My personal goal is to create a "sizzle" group – a coach group that will find you the support you need, and help you overcome obstacles and hold you accountable to make your business thrive.

I am the founder/owner of the Konstantakis Law Office, LLC, and the vice president of the Greendale Chamber. I have received many referrals from the various networking groups I have participated in over the years, and the Chamber is the best! I would love to connect with you as well, and invite you to stop by my office!

Georgia Konstantakis, Attorney and owner-Konstantakis Law Office, LLC

Additional board members include Chamber Executive Director Kristin Jastroch, Maria Athens and Rich Busalacchi.

GREENDALE DOWNTOWN MARKET

**Summer Saturdays
8 a.m.-12 noon**

See the summer issue of
Life in the Village for dates.

On Broad Street between
Northway and Schoolway.



*Proud to serve
Greendale in 2021!*

**5647 Broad Street • Greendale
414.423.2790 (press 2)
gpr.greendale.k12.wi.us**

**Follow us on Facebook, Twitter
and Instagram!**



SPEND YOUR LIFE LIVING.

You've thought about it. Talked about it. Daydreamed about it. And talked about it some more. Today's the day to make it happen. We'll look at your financial big picture and design a plan to help you do what's important today, and every day after.

LET'S GET STARTED



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COMMUNITY CALENDAR

During uncertain times, some community events may be cancelled/modified.

PLEASE CALL AHEAD TO CONFIRM EVENT DETAILS OR VISIT THE VILLAGE AND SCHOOL DISTRICT WEBSITES (greendale.org or greendaleschools.org), OR THE VILLAGE WELCOME CENTER FOR INFORMATION.

MARCH

- **Wed., Mar. 17: Greendale Lions' Community Blood Drive, 1-6 p.m.** Greendale Hose Tower, on Parking St. In partnership with the Village of Greendale and the Red Cross. See pg. 10.
- **Mon.-Wed., Mar. 29-31: No School/Spring Break**

APRIL

- **April Date TBD: "Mulch Madness" Event** To benefit the Greendale Education Foundation at Bluemel's.
- **Thur.-Fri., Apr. 1-2: No School/Spring Break**
- **Tue., Apr. 6: Spring Election**
- **Fri., Apr. 9: Greendale Lions' Community Blood Drive, 9 a.m.-2 p.m.** Greendale Hose Tower, on Parking St. In partnership with the Village of Greendale and the Red Cross. See pg. 10.

MAY

- **Sat., May 8: Pet Palooza, 10 a.m.-3 p.m.** A family- and pet-friendly event in Downtown Greendale, free. See pg. 10.
- **Tue., May 18: Greendale Lions' Community Blood Drive, 1-6 p.m.** Greendale Hose Tower, on Parking St. In partnership with the

Village of Greendale and the Red Cross. See pg. 10.

- **Sat., May 22: Free Shredding Event, 8-9:30 a.m.** Municipal parking lot in downtown Greendale.
- **Mon., May 31: NO SCHOOL Memorial Day – Village Offices Also Closed**

JUNE

- **JUNE DATE TBD: "Schools Out" Event** To benefit the Greendale Education Foundation in the Historic Downtown District on Broad St.
- **Tue., June 8: Last Day of School**
- **Sat., June 12: Greendale High School Graduation, time TBD,** Gavinski Stadium
- **Mon., June 21: Greendale Lions' Community Blood Drive, 1-6 p.m.** Greendale Hose Tower. In partnership with the Village of Greendale and the Red Cross. See pg. 10.
- **Sat., June 26: Children's Resale Event** Presented by the Greendale Entertainment Foundation (GEA). Spectacular sales event that raises money to give back to the community. See pg. 35.



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