



Regent Neighborhood

Fall 2014 Newsletter | www.regentneighborhood.org

ASSOCIATION

Please join us Wednesday, November 19, 7 pm, for the 2014 RNA Fall Membership Meeting

Featuring Jason Tish on
Historic Preservation

Jason has worked professionally with cultural resource laws and policies since 1996. He has worked as an archaeologist, an architectural historian, and a historic preservation consultant. He has degrees in Anthropology, Geography, and Landscape Architecture. For the past five years he served as the Executive Director of the Madison Trust for Historic Preservation. He recently established his own consulting firm, Archetype, Historic Property Consultants, to help people navigate the application, approval, and inspection processes involved with funding incentives for old and historic properties.

The Agenda will also include RNA bylaws changes. Proposed bylaws changes can be reviewed at the RNA web site, regentneighborhood.org.

Best Western InnTowner
2424 University Avenue

Regent Market Co-op Plans to Expand and Renovate

by **Jim Widder, RMC Board President**

Imagine it is the year 2025, you are sitting on a bench soaking up the sun, waiting for the LRT coming down Regent towards the University. You were able to pick up wine for dinner and grab some of the Sirachi brats from the corner store at Regent and Allen. The front of the store shown brightly along the south side of the street and the flicker of the solar electric awning glistens in the crisp afternoon sun. I asked myself, how did this quaint little corner survive the blockbuster apartment boom and warehouse stores run amok in the middle of the last decade?

I think back to when I first moved into the Regent Neighborhood many years ago, I would walk around the community and look for the places which formed the essence and character of this part of the city. Of course there was West High, the Blessed Sacrament Parochial School, Randall Middle School, local churches, and the ever-present University: these places formed the academic and spiritual side of our part of town, and down on the corner, I found a cluster of small businesses which formed the market place for the surrounding district. I thought to myself, this is vintage Madison. Historic, small scale, warm and friendly, welcoming to everyone including kids and dogs. This is when I first became familiar with the tradition of

(continued on page 3)



Regent Neighborhood A S S O C I A T I O N

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Madison, WI 53705

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A Note from the President —

From the orchards at West High to the proposed expansion of the Regent Market, our Fall newsletter is filled with opportunities to support and get involved with good work in our neighborhood. See page 20 to learn how to connect with rakers for rockets.

While the Rocket Club encourages us to “keep watching the skies,” we encourage everyone in the Regent Neighborhood to also watch the progress of the rewrite of the Landmarks ordinance. This is especially important to us with University Heights designated a historic district.

An October 14 Isthmus article by Jay Rath called “Process to ‘Fix’ Madison’s Landmarks Ordinance Limp Along” provides background on the ordinance rewrite and two-stage process now in the works. The article suggests that both critics of the ordinance and some of its biggest supporters agree that ordinance needs updating.

“The practice of historical preservation has changed and become more sophisticated. It’s important that we update our ordinance to make sure that it is state of the art and incorporates best practices,” says David Mollenhoff, historian and author of *Madison: A History of the Formative Years*. Former Mayor Dave Cieslewicz has called the process broken. Some people critical of the denial of the Steven Brown Apartment’s West Gilman project in the Mansion Hill Historic District have called for changes to ease development in the historic districts. Rath’s article can be found at isthmus.com.

The importance of preservation will be seen in the RNA newsletter over the coming years as John Schlaefter begins his planned 10-part Regent Neighborhood Landmarks series with a profile of the Bradley House. This issue also includes a history from Saint Andrew’s as the church marks the centennial of its ground breaking on November 1914.

And as you can see on our front page, on Wednesday, November 19 the RNA will host a presentation by historic preservation consultant and past Executive Director of the Madison Trust for Historic Preservation, Jason Tish.

The RNA will continue to follow the progress of the Ad Hoc Landmarks Ordinance Review Committee with regular reports from Alder Shiva Bidar-Sielaff and community conversations as the ordinance takes shape.



*RNA Board President
Jon Miskowski*

— Jon

(continued from page 1)

the neighborhood-owned Regent Market Co-op and signed up for a life-time membership.

Today, the Regent Market Co-op continues to grow as a neighborhood-owned grocery store which represents a piece of Madison's heritage; serving the neighborhood for over 90 years. Prized for its brats and specialty meat and cheese, we are now planning on growing and refurbishing the store. The Board has promoted John Wendt as our new store manager and he is very excited by the potential sales growth with the features in the new store layout. The design imagines a fresher and larger selection of produce, expanded aisles and we plan to offer a selection of beer and wine with a planned expansion into the adjacent Mike's Liquor store. The newly-remodeled store will be a home-grown vintage enterprise. With a legacy of the Midwestern Community Food Cooperatives founded in the '70s and married with the historic tradition of a family-run grocery store dating back to 1928. We are hopeful that we will be able to celebrate the opening of the new store a year from now—October 2015.

This is an ambitious plan, but it is long overdue. The Co-op will be relying on the community, our membership, customers, and vendors to help us raise the \$200,000 which will be required as an equity investment in the newly-expanded store. Our



plan is to improve on the service to our members and neighborhood customers. We will increase the selection and quality of our products and continue the tradition of local employment, largely organic-certified products and generally a focus on sustainability in everything from household to fresh food products. In addition to upgrading the energy efficiency of the building and refrigeration equipment, we are planning a community solar project to use renewable resources to power our little enterprise. This new power source will extend the grocery cooperative to include a community energy cooperative. Community solar will be an additional return on member investment in addition to an expanded store. We are truly trying to be a "green" green grocer in this new evolution of the store.

I invite you to stop by the store, say hi to John and the crew, look at the proposed design, and consider contributing to the next generation of the Regent Market Co-op! ■




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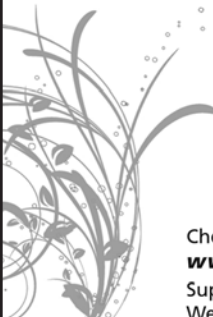
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There's an Orchard Growing at West High School

Modeling his work on the Public Parks Commission and the Madison Fruits and Nuts organization, West High biology teacher Mike Merline and his students are steadily building an orchard on the West High grounds.

To teach ecological issues about our food supply and the value of home-grown food, Merline incorporates the biology of plant propagation into his Biology I and II curriculum.

"Each Spring we try to pay for and plant fruit trees on the West grounds. We have planted peach, cherry, plum, and pear trees. Our hope is over time to create an orchard of dwarf fruit trees that will provide inspiration and education as well as food for all West students," says Merline.

This learning-by-doing approach teaches students about planting, propagation, rooting, grafting, and growth. "We are learning sustainable organic methods used to care for and grow this simple source of healthy, fresh food." Other teachers are using the orchard to build a more livable grounds. Arts metal classes have built permanent outdoor metal and stone sculptures. Wood shop has built benches. The Green Club raised \$10,000 to build a greenhouse as part of this initiative.

Taking the initiative beyond the grounds of the school he says, "recently we have begun to explore propagation methods like rooting and grafting so that student can create trees and plants to take home. In this way our efforts will branch out into the homes and neighborhoods of students."

Merline says, "Students too often do not see the school as belonging to themselves. This lack of identification with their school leads to a lack of involvement academically. When students realize that something as wonderful as fresh fruit is available to them without restriction, they may be more likely to feel a connection to the school and protect it."

Former Principal Ed Holmes helped harvest and preserved fruits and served jams and jellies to raise awareness of the orchard as a creative teaching tool.

Other participants include biology teacher Leslie Linser, physics teacher Eric Gettrust, and Latin teacher Gale Stone.

This work is supported by financial contributions of students to purchase trees and supplies. Mike invites neighbors to contribute financially to help the program. He is also looking for neighbors to join the project as volunteers. You can reach Mike by email at mmerline@madison.k12.wi.us or call 204-3181. ■



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Dane County Board Report— District 10

by Supervisor Jeremy Levin

I hope this edition of the RNA Newsletter finds you and your family well. The fall is when the County starts its annual budgeting process, and this year looks to be as tough as the last few. The State's imposed levy limit, which allows a levy increase equal to the greater of zero percent or the increase in equalized value due to net new construction, constrains the cost to continue for many departmental programs. Dane County focuses primarily on the proposed human services budget — human services account for more than 50% of Dane County's over \$500 million budget — and the Health and Human Needs (HHN) committee, of which I chair, will hold meetings throughout October to craft the budget. The County Board held a public input session on September 11th to solicit public comment on developing changes to the human service budget and the County Executive introduced his budget to the County Board on October 1st, which deviated little from the departmental budgets.



Supervisor Jeremy Levin

In other news, the county has purchased a 10-bedroom house on Madison's Northside to create cooperative housing for at-risk young adults, ages 18 to 25, struggling with homelessness. The residents will be selected by Briarpatch, and will receive wrap-around services including job training and assistance, life skills, and access to medical and health needs. Additionally, Domestic Abuse Intervention Services (DAIS) has opened their new domestic violence shelter, made possible with \$2 million in Dane County funding along with hundreds of thousands in private donations. The new shelter will accommodate more women and their families than prior spaces, and it is the county's first domestic violence shelter in the public — its location is not a secret, its staff and clients are not hidden away.

Finally, the Dane County Zoo will welcome two grizzly bears as the first inhabitants of the zoo's new Arctic Passage. The new Arctic Passage is slated to open summer of 2015.

Should you or your family have an interest in specific Dane County projects or initiatives, please contact me at levin.jeremy@co.dane.wi.us or call me at 608.577.9335. ■



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Alder Report— District 5

by Alder Shiva Bidar-Sielaff

Dear neighbors,

Time seems to fly! It sure has been a busy Summer and Fall. Here is a summary of some key City and neighborhood related news:

- **Oliver's:** our new restaurant at 2540 University Ave (next to Lombardino's, in the new Mullins building) should be open by the time you read this newsletter. I am sure I will see many of you there!



Alder Shiva Bidar-Sielaff

- **The proposed redevelopment on the corner of Highland and University Ave (southwest corner):** the property owner had a very initial pre-design meeting with neighbors back in March. Based on the feedback they received they have substantially trimmed their proposal. I have not seen any actual drawings or design but the owner shared with me that they plan on 3-story apartment building with one commercial space on the ground. I will be holding a neighborhood meeting on December 15 at 6 pm at the InnTowner hotel so we can see the plans and get your feedback.

- As I write this article we are at the height of the City budget season. The City Council's final deliberations and vote on the 2015 budget is scheduled for November 11 (and November 12 and 13 if need be!). A few items that directly impact our neighborhood:

- **Stevens St Park:** if no changes are made to the budget as it stands as I write this article, there are funds allocated for a full renovation of the park in 2015

- **Special charge for urban forestry:** there is quite a lively debate about adding a special charge for urban forestry that will allow the City to have a segregated fund to protect our urban tree canopy. Although not Emerald Ash Borer (EAB)-specific, the enormous demand for resources to implement the City EAB plan is one of the main drivers of this proposal. I am not a fan of special charges but we are facing many challenges due to the state imposed levy limit. I am listening carefully to the pros and cons of this proposal and your feedback to inform my final position.

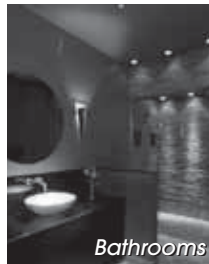
- **Midtown Police Station:** The City has purchased the former site of the Mount Olive Church at 4018 Mineral Point Rd to build the new police station that will serve the near west side neighborhoods. Alder Schmidt and I have made a budget amendment to plan for construction in 2016 and opening of the station in January 2017.

- **Landmarks Ordinance:** The Ad Hoc Landmarks Ordinance Review Committee made up of five alders (including me) is continuing to meet to discuss the recommendations of the Landmarks Commission and make final recommendations to the City Council. For now, Committee is working through the general sections of the ordinance that apply to all Historic Districts. The Historic District specific sections will be revised in the next 1-2 years and the process will have a significant neighborhood engagement component.

Thank you for your continued involvement in neighborhood and city issues. As always, please do not hesitate to contact me with any comments, questions, and/or concerns. I can be reached at district5@cityofmadison.com or (608) 220-6986. ■



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Greetings from Randall!

Poised to compose this prose, I'm met with a certain scrutiny. We at Randall have positioned writing as the premiere focus of our work this year. I hear the voices of celebrated authors who profess that if one wishes to become a great writer, one must first be a great reader. While we hold these things to be true, we also believe that great writing leads to great reading.

Reflecting on my elementary-age compositions, I recall those scripts that were completed in compliance. I also recount those that were truly inspired. The latter were often sweetly succinct, sometimes featuring only a set of initials, mine and those of my love interest. I would allow nothing to come between those letters except a "plus" sign. I could never find the courage to write or say the supporting words to my sweetheart. I hoped chance would lead her by my etching and that somehow she'd know that what lay on bark so much more boldly lay in my heart.

Carving on trees requires both skill and will, to which many an unwitting arborous author would attest. As a youth, I wielded my blade upon magnolias, thin-skinned, yet so prominent in the stands of Louisiana giants. The feelings I registered there were sincere, but fleeting and moved from memory. Trees are not so forgetful. They wear the tears long after love-struck fools have made their incision decision.

During this season of fall, our sentiments are not so much expressed on trees but about them, even to them. Who among us does not have at least one rooted relation with whom we've bonded, finding a sense of privileged presence in its righteous lilt to light? Autumn, we know, dims the sun's glow and puts many of our closest botanical buddies to bed. Coniferous climbs possess the notion and magic potion that seemingly allow them to stay up past bunktime, their verdant vestments hiding their slow slumber. In the dark and cold, the pines and firs confer in whispers so as to let sleeping dogwoods lie. These green beings will hold winter snows and lights to glow us through a host of holidays.

We recall how, as children, on dark and chilly nights, we lay belly bent and fully spent, sailing to the land of nod. A warm hand would raise our sheets up and over our shoulders, making replete our bid for full sleep. For many of us, the joy is now ours to provide this nightcap tender touch.

Let's put this mark on our favorite tree's bark as it now drifts off to snore. Tree hugs are in order, with




RNA residents Jaiden Vohmann, Maggie Stahr, Emily Lemmenes, and Joe Newbury join their principal in hugging one of their favorite Randall trees "goodnight."

words of assurance that we will be here when it wakes in the spring, though we may find more comfort in hoping for such than does our tree. And when white turns to green, we'll be seen under the umbrella of its new leaves, reading . . . and writing.

Go Raccoons!

John Wallace, Principal ■

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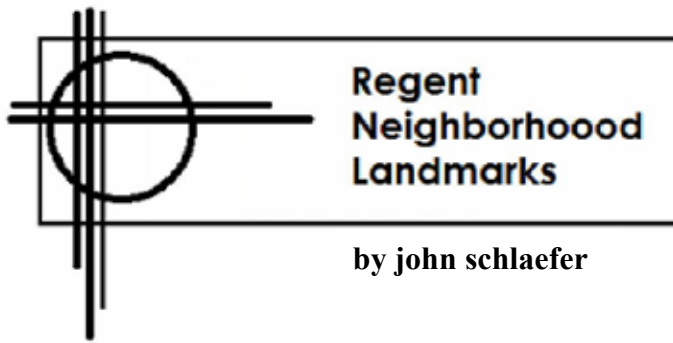
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BRADLEY HOUSE, 106 N. Prospect Ave. (1909)



Chicago plumbing magnate Charles Crane commissioned Louis Sullivan to design this house as a wedding present for his daughter Josephine and her husband, Harold Bradley, who was a biochemistry professor at the university. It is the second design created by Sullivan for this commission, much smaller than the first design he submitted. The Bradley's lived here for only five years, as they didn't like the house, feeling it was too big and ostentatious for the life of a professor. The Bradley's sold the house to the Sigma Phi fraternity in 1915. After a devastating fire on March 17, 1972, the house was restored fully, and continues to be used by Sigma Phi today. It was designated a Local Historic Landmark in May, 1971 and a National

Historic Landmark in 1976. The carriage house, now a separate private residence, is located at 113 Bascom Pl.

The Architects

Although William LeBaren Jenney built the first true skyscraper in 1884, Louis Sullivan, who had working in Jenney's office when he first came to Chicago, is known as the "father of the tall building." By suppressing the mullions – exterior endings of the floors – on the facades of his buildings, Sullivan made the piers more conspicuous, emphasizing the verticality of the building, thus making the building appear taller than it actually was. Sullivan is also known for developing the elaborate foliate-based ornamentation that decorated his buildings. Sullivan was a pioneer in developing an “American” architecture that didn't rely on design forms that referenced empirical Rome.

Sullivan did not have much interest in designing residences. Typically, he left those commissions to the firm's chief draftsmen, Frank Lloyd Wright, followed, after Wright left



Louis H. Sullivan

the firm, by George Grant Elmslie. The Bradley House is the last of the two residential commissions that Sullivan actually worked on.

At the time that he received the commission for the Bradley House, in 1908, Sullivan was no longer getting new business like the firm of Adler and Sullivan had enjoyed in the 1890s. After the Chicago World's Fair of 1893 the public had become enamored with the City Beautiful movement. That, and the Panic of 1893, which affected all architectural firms, Adler's departure from the firm in 1895, and Sullivan's reputation of being hard to work with, and his alcoholism, meant there were practically no new projects coming his way.

Sullivan's first proposal for the house was rejected by the Bradleys in 1908 as being too big. The second proposal, accepted and built in 1909, was smaller, and was adapted from Frank Lloyd Wright's "House in a Prairie Town" that had been published in the Ladies' Home Journal in February, 1901.

George Elmslie had been the last employee to leave Sullivan, having stayed on with his friend and mentor as long as he possibly could financially. After the first plan was rejected, Elmslie, while in the process of joining the firm of Purcell and Feick in Minneapolis, agreed to help Sullivan with the second plan. Elmslie is mainly responsible for the interior arrangement and the design of the furniture, as well as the elaborate ornamentation on both the exterior and the interior of the house. He had learned how to draw Sullivan's foliate ornamentation from his many years working with Sullivan. The Madison firm of Claude and Starck – Louis Claude had worked for Adler and Sullivan before he came to Madison – also helped with the interior and the trim.



George Grant Elmslie

References:

- Gebhard, David, Patricia Gebhard, editor, *Purcell & Elmslie: Prairie Progressive Architects*, Gibbs Smith, 2006
- Twombly, Robert, *Louis Sullivan: His Life & Work*, University of Chicago Press, 1986
- Heggland, Timothy F., Katherine Rankin, editor, *The University Heights Historic District: A Walking Tour*, Madison Landmarks Commission and Regent Neighborhood Association, 1987
- Rankin, Katherine, *Master Architects*, unpublished.

Regent Neighborhood Landmark Series

Starting with this issue of the newsletter, John Schlaefer will be doing a ten-segment series on the landmark buildings in the neighborhood. The series will also be available at regentneighborhood.org.

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Saint Andrew's Episcopal Church Celebrates Centennial Year

"It began with the women." So begins parishioner Anne Allen's book* about how 1833 Regent Street came to be. Many of the 50 families living in Madison's western suburbs were primarily university staff—like many of our members today—who recognized that the distance to Grace Episcopal Church on Capitol Square was keeping them from participating fully in parish life. Their solution, led by the women's guild, was to build a church in their neighborhood.

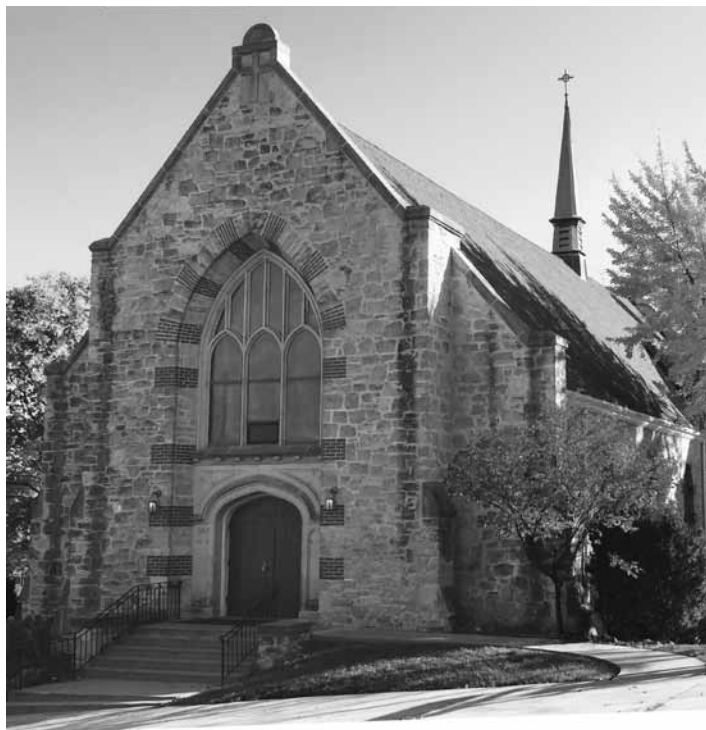
With some skepticism, Bishop William Webb agreed to their proposal. A diverse group of 51 people signed the petition to the diocese to become a parish church and subsequently raised the funds—\$2,900—to buy a lot at Spooner Street and Stockton Court. With architectural drawings from Arthur Peabody, based on an English church in Cheddington, Kent, and a loan from the builder, the parish broke ground on November 30, 1914, St. Andrew's Day. The success of their venture was "due in great measure to the spirit of unity, which is its foremost characteristic." The first service was held on February 14, 1915. Our current church was dedicated on April 1, 1928.

But enough about our past. This note is to share our plans for our present and our future. We've kicked off a year-long celebration! And, we hope that all of you, our neighbors, will join us in that "spirit of unity" that continues to be one of our most treasured traits.

Upcoming Centennial events include:

Sunday, November 30, 2014: The Feastday of St. Andrew, our patron saint. Special worship service at 10:30 a.m., followed by a festive luncheon

Sunday, February 15, 2015: 100th Anniversary of the first worship service at St. Andrew's. Special worship service at 10:30 a.m.



Saint Andrew's Episcopal Church

Tuesday, February 17, 2015: Mardi Gras Celebration. A "Fat Tuesday" dinner with music and dancing

Sunday, June 7, 2015: Block Party
Outdoor Eucharist at 10:30 a.m. followed by a block party picnic

You are warmly welcome to join us for any and all of these events as we celebrate 100 years of ministry in the Regent Street neighborhood. ■

**St. Andrew's Episcopal Church: The First 95 Years, 1914–2009*, Anne Beisner Allen, published by St. Andrew's Episcopal Church, 2009.

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Sunday Worship Schedule

8:00 Said Eucharist
9:00 a.m. Nursery Opens
9:30 a.m. Christian Formation for all ages
10:30 a.m. Choral Eucharist

Wednesday Worship Schedule

7:00 a.m. Said Eucharist

We're All at the Table Together!

Looks like it's.....

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Local Dentist Celebrates Five Years in Neighborhood



For Benjamin Farrow, DDS, dentistry runs in the family. Benjamin Farrow started at an early age in his dad's Kaukauna dental office, sterilizing instruments and working with plaster. He learned to earnestly love the practice of dentistry and is happy following the family tradition. While schooling led him out of Wisconsin, he envisioned building a practice back in Wisconsin, in a neighborhood where he and his family would live and set down roots. And so it is: Benjamin and his wife chose the near West side of Madison, knowing that the pragmatism and sense of community were the right fit for them, their growing family (two young girls, with another child on the way), and the family dentistry practice that he envisioned and has brought to be.

His practice is built on his strong belief in helping others, supporting individual health and building a strong community. Dr. Farrow is the dental director of the Madison Dental Initiative clinic located at the Salvation Army shelter. With other volunteer dentists and in the partnership with MEDIC, a medical student run organization, he provided dental care for the homeless. He also participates as a faculty member in Meriter Hospital's dental residency program. He practices close to home and is proud to be part of such a tight-knit, progressive, and eclectic neighborhood.

A patient practice. Benjamin guessed that local residents would appreciate a relaxed environment where patients feel welcome and kids have fun. Nothing stuffy or corporate: just a place created with comfort in mind for a necessary service that many people associate with anything but comfort. Patients often comment that they feel like guests in his home, like a neighbor or friend. Sitting in the waiting room is like sitting in the living room of a traditional town doctor with eclectic books and magazines to pique everyone's interest. Additionally, Benjamin makes a point to really visit with each patient; not just popping in for a harried checkup after a cleaning--he's there as long as needed, asking questions, and encouraging his patients to do the same. The slower pace and personal relationship harkens back to a more nostalgic era.

Community Outreach. Benjamin's practice, Monroe Street Family Dental, finds creative ways to be active in the community, such as showcasing the work of



Dr. Benjamin Farrow, DDS

local artists at the office and participating in MMoCA's Gallery Nights. The office hosts one of the neighborhood's beloved "Little Libraries." During the Monroe Street Fair, Benjamin and his team sponsor the "Wellness Fair" portion of the event, providing outreach and information to neighbors attending the fair and encouraging more awareness of other businesses offering services geared toward wellness including businesses offering chiropractic care to yoga classes.

Fostering a larger vision of what's good for the community means environment conscientiousness. To this end, Monroe Street Family Dental is set up to use environmentally friendly methods and materials wherever possible, while minimizing waste and energy.

Modern dentistry in a traditional setting works. As Monroe Street Family Dental turns a proud five years old this fall, Benjamin Farrow is Madison's Favorite Dentist. Following his heart, settling his family and his business in this community has proven a great fit as evidenced by his being selected as a Madison's favorite dentist again as picked by Isthmus Readers for the 2014 Annual Manual.

Looking for more information? Monroe Street Family Dental provides some helpful information on dental health, especially helpful tips on making dental visits a success with young children on their website at www.monroestreetfamilydental.com. Please check the site for information on the current artist whose work is being showcased as well as other community events supported by Monroe Street Family Dental. ■



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Karma Flow: Yoga Powered by Generosity

by Kellie Kaddatz

Yoga has become a trendy activity among people who want to start a healthier lifestyle, and understandably so, yoga provides invaluable benefits to our health and well-being. However, yoga is more than just a workout for your mind, body, and soul; yoga also happens when you are off your mat. Karma Flow seeks to expand the yoga practice beyond the postures and invite participants to be a part of a diverse community of people who support each other both on and off their mat.

By providing 'pay-what-you-can' classes, we hope to extend the invitation to experience the benefits of yoga to everyone. Our mission is to share this opportunity for self-care, discovery, and compassion with as many people as possible, and our goal is to make this attainable through a donation-based model.

Your participation in classes, donations, and referrals are all helping to create this ideal community in which the members feel welcome, supported, and accepted no matter how much money they have, how flexible they are, how fancy their yoga clothes are, or how long they have been practicing yoga. This yoga is not about touching your toes, but touching your heart and touching the hearts of those around you. This breathing, flowing, and uplifting is for you, no matter who you are. This power is for everyone to share.



Karma Flow instructors are motivated by sharing what they love with as many people as possible. To join our mission and help us sustain and continue to spread the power of yoga through our community, we ask that you donate what you feel is fair and can afford. You may always ask what you can do in lieu of monetary consideration to promote and support our mission. Our donation box allows every donation to be anonymous and no one will be turned away.

Karma Flow does not require a membership, anyone can attend anytime. For more information visit our studio within 'The Fit' at 1709 Monroe Street.

Also, find our website at karmaflowfitness.com or find us on Facebook! namaste ■



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2014–2015 RNA Newsletter and Directory Ad Rates and Schedule

RNA publishes 4 newsletters and a member directory during calendar year June 1, 2014 – May 31, 2015. Newsletters are mailed to approximately 1,900 households and businesses, and directories are delivered to RNA members (approximately 400).

Ads are black-and-white and are available in 4 sizes:

Small: 1 business card-size, 3.5" x 2"

Half-page: 5" (height) x 7.5" (width)

Large: 2 business card-size, 7" x 2" or 3.5" x 4"

Full-page: 7.5" x 10"

Advertise in 4 or more publications and receive at least 10% discount on the package.

<u>Circle Your Choices</u>		Newsletters				Yearly Package (Reflects discounted price)
Small \$55 each	Directory	Fall	Winter	Spring	Summer	4 for \$195 or 5 for \$240
Large \$110 each	Directory	Fall	Winter	Spring	Summer	4 for \$375 or 5 for \$475
Half-page \$250	Directory	Fall	Winter	Spring	Summer	4 for \$900 or 5 for \$1125
Full-page \$500	Directory	Fall	Winter	Spring	Summer	4 for \$1800 or 5 for \$2250

Deadlines: Winter Newsletter—**January 5, 2015**
 Spring Newsletter—**March 31, 2015**
 Summer Newsletter—**May 31, 2015**
 Member Directory—**August 30, 2015**
 Fall Newsletter—**September 30, 2015**

Distributions: Winter Newsletter—**early February**
 Spring Newsletter—**early May**
 Summer Newsletter—**mid-June**
 Directory—**mid September**
 Fall Newsletter—**early November**

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- Email ads (grayscale PDFs, at least 300 ppi) to sarnowski@mac.com
- Questions? Contact Matt Costello at 209-0019 or mcostellowi@gmail.com
- Thank you for supporting the Regent Neighborhood Association!

***Ad Policy:** The RNA reserves the right not to print ads it deems unacceptable.



Regent Neighborhood Association
P.O. Box 5655
Madison, WI 53705

Announcements—

St. Andrew's Episcopal Church Concert Series

Music for violin and classical guitar
Friday, November 14, 7:30 pm
1833 Regent Street ■

Regent Resale

Saturday, November 22, 8 am – 1 pm
West High School Cafeteria

Shoppers will discover great clothes for all ages, housewares, sporting equipment, kids' toys, books, and many more treasures. The success starts with you, the West community, who take the time to clean out closets and contribute things that are no longer useful for you or your family, but turn out to be great bargains for someone else. Please drop off your gently used, clean, working items by leaving them under the overhang outside the Cafeteria entrance weekdays 8:15 am until 6:00 pm beginning Monday, November 10. If you have questions, contact Amy Boutelle at 277-5907, or Beth Sweeden at 233-7916. All proceeds directly benefit West High students, teachers, and classrooms. ■

St. Andrew's Episcopal Church Centennial Event

The Feastday of St. Andrew begins with a special worship service followed by a festive luncheon.
Sunday, November 30, 10:30 am
1833 Regent Street ■

West High School Drama

You Can't Take It With You
December 5, 6, 12, and 13, 7:00 pm
West High School Auditorium, 30 Ash Street ■

Raking For Rockets

Here's how you can clear your lawn of leaves without breaking a sweat and support West's award-winning rocket club at the same time: Contact the Rocket Club to secure the rakes of a few hard-working rocket club members who offer their detail-oriented raking experience and manual labor for your donations. Your generous contributions purchase supplies and fund travel to construct and launch their designs.

Scheduling information:

Online Form: westrocketry.com/raking.php

Email: raking@westrocketry.com

Phone: Pavel Pinkas (Mentor) (608) 957-2595 ■

Monroe Street Library Events:

Preschool Parade

- Preschool Storytime, Tuesdays,
September 30 – December 16, 10:30 am – 11:15 am
- Storytime for the Very Young, Tuesdays,
September 30 – December 16, 11:30 am – 12:00 pm

School-Age Groove

- Nifty Thrifty Gifty, Thursday, December 4,
3:30 pm – 4:30 pm
- Gingerbread Cookie Fun, Friday, December 19,
6:30 pm – 7:30 pm

Teens and Adults

- Go Big Read Book Discussion of *I am Malala*,
Wednesday, November 5, 6:00 pm – 7:00 pm
- Gift Tags and Garlands, Wednesday, November 12,
6:00 pm – 8:00 pm (A Bubbler event) ■

Join the RNA Listserv — groups.google.com/group/regentneighborhoodassn

This newsletter is a quarterly publication of the Regent Neighborhood Association with a circulation of 1,900. The deadline for the winter edition is January 5, 2015. We welcome articles of general interest to the neighborhood, discussions of local issues, personal interest stories, etc. Please address items or inquiries, or for current ad rates, to Mary Sarnowski, 469-0284, sarnowski@mac.com. Letters to the editor do not necessarily reflect the views of the Regent Neighborhood Association.