



BAY VIEW • Historian

VOLUME 2012, NO. 1

FEBRUARY 2012

NEXT MEETING: Monday, February 6, Beulah Brinton Community Center at 7:00 pm. Commissioner of the Department of City Development Rocky Marcoux will discuss Milwaukee development. Don't miss it!



Rocky Marcoux Will Speak at February Membership Meeting

BY NANCY TAWNEY

Rocky Marcoux, Milwaukee's Commissioner of the Department of City Development, will be the guest speaker at the February membership meeting. Marcoux will discuss the developments within Milwaukee's past, present and his vision for future development. Please join us and watch Milwaukee's history unfold. Marcoux's passion for Milwaukee is always fun and inspiring to hear.

A most enthusiastic advocate for this city, Marcoux is a passionate promoter of Milwaukee's assets and opportunities. As Commissioner of the Department of City Development since 2004, he has overseen the city's economic development, real estate,

neighborhood improvement, and planning efforts, as well as led successful efforts to bring new employers to Milwaukee and to increase the attractiveness of city neighborhoods and commercial areas. He has directed resources to the Menomonee Valley and the 30th Street Corridor where previously abandoned industrial areas have been brought back to life with new businesses and jobs. He has worked with entrepreneurs and existing Milwaukee employers to strengthen their operations and secure their futures.

Previously, Marcoux worked with the City of Milwaukee Housing Authority, where he found creative, cost-cutting ways to redevelop

superblocks of typical public housing into superneighborhoods linked with supportive resources. He is a graduate of Marquette University and is a member of the Congress for the New Urbanism (CNU), the American Planning Association (APA), the Urban Land Institute (ULI) and the National Association of Housing and Redevelopment Officials (NAHRO).

The meeting will be held at the Beulah Brinton Community Center on Monday, February 6 at 7:00 pm. Refreshments will be served following his presentation.

BVHS Receives Proclamation



County Supervisor Marina Dimitrijevic presented a proclamation from the County Board to the Bay View Historical Society at the December Board meeting.

The proclamation congratulated the Society on receiving the Reuben Gold Thwaites Award from the Wisconsin Historical Society. The Reuben Gold Thwaites Award is the highest award that is bestowed on a local historical society for achievements in local history.

BVHS AWARDED GRANT

BY SUSAN BALJE

Bay View Historical Society has received a development grant from Wisconsin Humanities Council for the services of Bay View historian John Gurda, to assist in designing a collaboration with Fernwood Montessori School, Milwaukee Public Museum, UW-Milwaukee and Bay View Historical Society (BVHS) that will inspire ongoing community building events.

The purpose of the collaboration is to create a stronger sense of belonging in the Bay View community. The project begins in January with Fernwood students exploring Bay View history at the Beulah Brinton House and hands-on activities with BVHS members. Learn more at the Wisconsin Humanities Council website, www.wisconsinhumanities.org.

The Bay View Historian
is published six times a year by
The Bay View Historical Society.

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Membership

\$20 Individual/\$17 Seniors (Age 65+)

\$30 Household/\$25 Senior Household

\$30 Nonprofit/Small Business

\$55 Corporate

Bay View Historical Society

2590 S. Superior Street

Bay View, WI 53207

www.bayviewhistoricalsociety.org

The Bay View Historical Society is
a nonprofit 501 (c) (3) organization.
Your donations and in-kind gifts are
tax-deductible as allowed by law.

PRESIDENT'S MESSAGE:

It was in the early days of 2011 that Ron Winkler began work on *Images of America: Bay View*. He devoted months to writing the text and acquiring the many photographs that are in this book that was printed by Arcadia Publishing. The book arrived in December and it was a wonderful holiday gift to all of us. Preparing this book was a completely volunteer effort by Ron and we are proud of his fine work.

The book is an excellent example of the Society's mission to encourage a sense of community by conserving, celebrating and sharing Bay View's rich heritage. If you have a copy, you know what a delight it is to see

and read about Bay View's past. If you do not yet have a copy, you can order one with the form in this newsletter or go to www.bay-viewhistoricalsociety.org. Click on the "Images of America Bay View" tab in the left column of the homepage to access the order form.

The Bay View Historical Society bought a large quantity of this book from Arcadia at a significant discount. All profits from the Historical Society's sales of the book directly support our organization. The fruition of this book made 2011 a very special year for the Bay View Historical Society. Our deep thanks to Ron for making this possible.

Digitizing archives to begin soon

BY KATHY MULVEY

The Archives Committee is working in earnest to prepare for digitizing BVHS's archives. We have received a small grant from the Wisconsin Historical Society to purchase software, and hope to begin the process soon.

BVHS has been collecting documents, artifacts and photographs for over 30 years, and the people working to care for the archives have changed over that period. In addition, the Society's headquarters has changed, making it necessary to move everything several times. The end result is that nobody is quite sure what the Society has and where it is located. Cataloging everything online will solve that problem and make the archives much more accessible.

Members have met twice with archivists at the Milwaukee County Historical Society for help in determining what software is most appropriate and in deciding what categories to use in cataloging artifacts, photographs and documents.

People wishing to volunteer for the project may contact Kathy Mulvey at 744-0408 or kfmulvey@yahoo.com.

State Fair Sesquicentennial and Century Home Application

The Wisconsin State Fair sponsors a Sesquicentennial and Century Farm and Home Program. If you have a home or farm that has been in continuous family ownership for 100 or more years, you are encouraged to apply. In 2011, 168 property owners were honored at Wisconsin State Fair as part of the awards program. For further information, contact Jill Albanese at 777-0580 or email at: jill.albanese@wisconsin.gov

WELCOME NEW MEMBERS!

We welcome the following new members who have joined the Society since November 1st:
Jerilyn Bar • Jose Fernando Gutierrez • Denise Laack • Tom & Mary Palmer
Matthew Schreck • Tony Ullenberg • Fred Wartenberg

House Committee Update

BY STEPHANIE HARLING

The House Committee has been working on developing relationships with contractors to provide in-kind maintenance and repair services for the Beulah Brinton House over the winter months. Our first meeting with Arteaga Construction was productive and we will be following up with them in the Spring to have masonry work done. We have been fortunate to secure Stano Landscaping and Snow Removal to make sure that our walks are clear of snow. Exactemp, Inc. donated a furnace tune up for Winter and we are currently working on an in kind donation of insulation for the attic to assist with energy savings. We've also enjoyed working with local youth groups like the Bay View Area Redcats Sports league members helping us

to rake leaves and mow the lawn. A special thank you goes to Frank Mulvey for also taking a turn at mowing the lawn. The Bay View High School special education students are now joining me every Friday morning to help clean the house. This is a great opportunity for these youth to learn basic living skills while helping me to sweep floors, wash windows, and dust.

With all of that said, we are still in need of skilled carpenters, electricians, masons, gardening enthusiasts or even anyone who would be willing to mow the lawn once. We would gladly accept any assistance. If you would like to be involved in helping us to get the house back to its original glory, please contact Stephanie Harling at 744-5343.

JOIN US AT THE NORTHERN BORDER WALK IN AUGUST!

BY RON WINKLER

Mark your calendars for this year's August Walk on Saturday, August 4th starting at 9:30 am. This ninth and final walk in the series of Bay View walking tours will cover the area north of Lincoln Avenue. Most of the walk will be along Kinnickinnic Avenue with its many historic buildings.

The sites will include the old Triangle Tavern, the old Mound Street School (now Winchester Village), the home of Bay View builder Elias Stollenwerk, Stollenwerk Hardware, the site of pioneer Alexander Stewart's home, Brunks Lane and the old Allis Street Police Station.

Look for more information in future editions of *The Bay View Historian*.

PLEASE JOIN US AS WE CELEBRATE

The Bay View Historical Society's Annual Dinner

Saturday, April 28 at the South Shore Yacht Club

Cash Bar 5:30 p.m.

Dinner 6:30 p.m.

Silent Auction

Entertainment

RSVP by April 18th

Tickets \$49

**THIS IS YOUR INVITATION
TO THE ANNUAL DINNER.
A SEPARATE INVITATION
WILL NOT BE MAILED**

Name _____

Phone _____

Please reserve:

☐ Chicken Marsala ☐ Orange Roughy ☐ Vegetarian Pasta

In addition to or in lieu of tickets, I would like to make a tax deductible contribution of \$_____ to the Bay View Historical Society.

Please make checks payable to the Bay View Historical Society.
Mail your reservation to:

Susan Ballje
1707 E. Iron Street
Milwaukee, WI 53207

Questions? Contact Susan Ballje at 414-481-3369

What they're saying about Ron Winkler's *Bay View*

From readers:

I admire you for the wonderful job that you did on the book. I can only imagine all the time that you spent on it and the care that you took on it.

— Mary Becker

From contributors:

What a treasure! It's wonderful for me to relive my days in Bay View. I can't praise you enough and I'm honored that you included me. — Ray Dietrich

The Bay View book is wonderful. Great images and just enough information. Each page is fascinating... (it's) a book of gold. — Amy Olson

What a great book. I learned about some of the homes that I used to deliver groceries to. — Tom Groppi

Book reviews:

Do you want to know more about Bay View? Ron Winkler, who grew up in the neighborhood and resides nearby, literally wrote the book on it. So if anyone was qualified to write a book on Bay View, Ron Winkler was certainly that person.

— Jamie Trudell, *Milwaukee Post*

PICK UP RON WINKLER'S *BAY VIEW*



Ron Winkler has written a history of Bay View for Arcadia Publishing's Images of America series, and now you can order your very own copy complete with photo archive! The 128-page text is packed with over 200 photographs, maps and illustrations from BVHS archives and numerous private collections never before published.

Beginning with a historical overview of the neighborhood, the book covers Bay View's early pioneers, steel mill, churches and schools, 'Little Italy', highways and byways, as well as recreation and entertainment of the era.

Books are \$21.99 each. For \$25, the book will be sent to you via mail.

All profits from the book's order will benefit the Bay View Historical Society.

Please make checks payable to the BVHS.

Name _____

Phone _____

Number of copies to be picked up _____ x \$21.99 = _____

Number of copies for delivery _____ x \$25.00 = _____

Shipping Information:

Name _____

Address _____

City, State, Zip _____



THANK YOU

In 2012, **Stano Landscaping** will be celebrating 49 continuous years of excellence in landscape design, construction and maintenance. Proud recipients of numerous state and national awards, the company specializes in challenging residential and commercial projects. During the winter months Stano landscaping directs its efforts to providing snow and ice control services for over 200 properties, including the Bay View Historical Society.



See Your Name in Print!

Write an article about Bay View history or of historical interest to BVHS members and we may run it in *The Historian*!

Word documents are ideal and articles must be 1,000 words or less — photographs are a plus!

Contact Jenn Kresse at jrkresse@gmail.com or 414-531-0225 to find out more!



Calvin Wetzel again gave a beautiful Christmas tree to the Beulah Brinton house for the holiday season. We are very grateful for this generous donation and hop that you had the opportunity to come and admire it over the holidays!

The Beulah Brinton Garden Society Needs You!

Seed catalogs are starting to arrive... it's time to plan for spring. The Brinton House grounds are in need of a dedicated group - let's call them the Beulah Brinton Garden Society - to help with gardening this spring. If this interests you, please contact House Manager Stephanie Harling at 744-5343 or email: stepharling@hotmail.com

Santa Delivers *Bay View* Books In Time for Christmas

BY ALICE WINKLER

(Author's Note: You're probably familiar with Ron's writing for The Historian, but he was so busy on December 17th that it's necessary for someone else to write about that day's events.)

On December 17th, Ron Winkler's Arcadia Publishing book *Bay View* made its debut. When Ron and I arrived ten minutes early, we were shocked to see quite a few eager book enthusiasts awaiting the author and the book.

Ron was immediately led into the dining room and seated at the dining room table. Along side him were Jane Montezon, who was selling books, and me, whose job was to distribute the books that had been pre-ordered. The people from my line and Jane's line then went to stand in a third line to get their books signed.

Within the first hour, the three lines became intermingled and unmanageable since people were lined up from the dining room, through the hallway, out the front door, down the steps and out to the front sidewalk. It truly was amazing to see such a turnout.

Ron signed books, books, and more books and the line moved slowly because people had stories to tell and history to share with Ron. No one however seemed to mind the wait. People purchased 1, 2, 3 and up to 7 books for friends and family. In fact, in the following two weeks Ron sold 60 more books when he received calls from people who had either purchased a book and wanted more books to give as Christmas presents, or who had heard about the book from a satisfied customer.

By 6:30 pm, the crowd thinned and the

support crew of the Bay View Historical Society gathered in joyous exhaustion. Many thanks to volunteers Sheila Semrou, Mary Fisher, Ann White, Stephanie Harling, Susan Ballje, Annie Hahn, Alice Winkler, Ellen Tucker, Kathy Mulvey, Frank Mulvey, Jane Montezon, Ilona Bauer, Nancy Tawney, and of course author, Santa Ron Winkler. Including the pre-ordered books and the books purchased that day, approximately 280 books were sold.

I also want to give a big thank you to local musician David Drake who donated his time and talent to provide holiday music during the book signing.



Ron Winkler signing the first of two books for Sadie Will as Alice Winkler looks on and other purchasers wait their turn.

Ron was thrilled with the response to his book. The most meaningful part of the day was being supported and surrounded by friends, relatives, teammates, teachers,



Santa Ron with his stack of books.

co-workers and people from the Bay View community and throughout Milwaukee.

Although the December 17th debut of *Bay View* was a tremendous success, there are additional opportunities to obtain a copy or additional copies of the book. You can use the order form included in this newsletter or purchase a copy at one of Ron's upcoming slide presentations. However, if the books are purchased through the Bay View Historical Society, the Society will profit from the sale of the book. This is a great opportunity to support the Bay View Historical Society.

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Ron Winkler on the Radio

Ron Winkler will be interviewed by Dan Harmon on WUWM 89.7 FM's Lake Effect. The interview will be aired in late February. Learn more at http://www.wuwm.com/programs/lake_effect.

RON WINKLER'S BAY VIEW HISTORY SLIDE SHOW

Learn more about Bay View's history from Ron Winkler at the following slide show lectures which are free and open to the public. Ron will also sign copies of his Arcadia Publishing Bay View book.

Tuesday, February 21
7:00 PM
Cudahy Historical Society
4649 S. Kinnickinnic Ave

Tuesday, February 28
6:30 PM
Bay View Library
2566 S. Kinnickinnic Ave

Tuesday, March 20
6:30 PM
Tippecanoe Library
3912 S. Howell Ave

THANK YOU, ANNUAL APPEAL DONORS!

The Society is deeply grateful to those members and friends who promptly and generously responded to our request for the 2011 annual appeal. If you have not yet participated, please consider making a special contribution with your membership renewal. Your generous gift will help us support our day-to-day operations and maintain the Beulah Brinton House as an asset to BVHS and the community.

MARK YOUR CALENDARS

7th ANNUAL WINE & BEER TASTING

The 7th Annual Wine and Beer Tasting will be held on Saturday, June 16, 2012!

If you are interested in helping, our committee is looking for someone to be a co-chair in each of the following areas: ticket sales, advertising and promotions, and silent auction.

Please contact Karla Iseler at 975-1210 or kiseler@marykay.com if interested.

BVHS YARD SALE ON MAY 19

The annual Bay View Historical Society Yard Sale will be held on Saturday, May 19. As you go through your closets, attic and basement and find items that are no longer used, please set them aside to donate for this sale. Are you downsizing to a smaller dwelling or know someone who is? The Historical Society will gladly welcome your donation of furniture and household items that can no longer be used. Please keep the Society's Yard Sale in mind as re-organize and de-clutter. If you have questions, call Annie Hahn at 769-7173.

2012 Membership Renewal Form

Please renew my membership in the Bay View Historical Society for 2012!

MEMBERSHIP DUES:

<input type="checkbox"/> Individual	\$20.00	<input type="checkbox"/> Household	\$30.00
<input type="checkbox"/> Senior (65 or older)	\$17.00	<input type="checkbox"/> Senior Household	\$25.00
<input type="checkbox"/> Nonprofit/Small Business	\$30.00	<input type="checkbox"/> Corporate	\$55.00

ALSO ENCLOSED IS A TAX-DEDUCTIBLE CONTRIBUTION OF \$ _____

FOR: ☐ Annual Appeal ☐ Capital Campaign for the Beulah Brinton House

ENCLOSED IS MY CHECK IN THE AMOUNT OF: \$ _____

Please make checks payable to the Bay View Historical Society

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

☐ Please contact me! I'd like to volunteer for a project or committee.

SEND YOUR RENEWAL TO:

Bay View Historical Society

ATTENTION: MEMBERSHIP
2590 SOUTH SUPERIOR STREET
MILWAUKEE, WI, 53207



BVHS memberships make a terrific gift!

Just include the information on an additional sheet of paper with your renewal.

Live Music at the Beulah Brinton House

There was standing room only for the November 27 performance by Lil' Rev and Larry Penn at the Beulah Brinton House. A delightful performance was enjoyed by all the attendees. Look for more live performances to be held here in the future.



AROUND THE CORNER WITH JOHN MCGIVERN AND JOHN GURDA

Milwaukee Public Television has produced thirteen half-hour programs about various local communities. The premiere program focuses on Bay View. It will be aired on Channel 10, Thursday, January 26 at 7:30 pm and on Channel 36, Friday January 27 at 8:00 pm. John McGivern and John Gurda are the guides for these programs that catch the spirit of each community.

Thank You for Supporting our 2011 Annual Appeal!

The Society is deeply grateful to the following for supporting our 2011 Annual Appeal as of December 31st:

Eleven (11) Anonymous Donors

Annemarie Adsen
Jerry & Joanne Adsen
Tom & Leslie Bachhuber
Charlotte Bethke
Frederick Bethke
Muriel Blackwood
Joseph & Pat Blahnik
Wendy & Richard Boedecker
Tom Brandstetter
E. J. Brumder
Mary Buerger
Greg Chrisafis
Diana David & Todd Smith
Bob & Peg Fennig
Theresa Flynn
Kenneth & Ann Germanson
Marilyn Giaimo
Daniel C. Goldin
Ron & Jo Haas
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Mary Hirthe
David & Debbie Hoffman
Ken Huber
Ruth Jaeger
David & Cynthia Johnson
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Richard D. Lotharius
Betty Luedke
Mrs. Delia M. Molden
Helen "Cookie" Mueller & John Archibald
Kathy & Frank Mulvey
Bob & Cheryl Neumann
Linda Nieft
Candice Owley
Gladys Parsons
Prasser-Kleczka Funeral Home
Kay Putney
Tom Radoszewski
David Reinelt
Beverly Rhoe
David H. Rice
Dorothy Schwab Riedl
Donovan W. Riley
Sue Riordan & Frank DeGuire
Craig Risser & Christine Rieck-Risser
Mark & Alice Rouleau
Ruth M. Rudd
Stephanie Sandy & Allan Montezon

John Sargent & Jean Waldo
Joel Schanning
Pete & Pat Schlachter
Prof. Gwen Schultz
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James & Alta Sommers
Janet & George Stevenson
Morgyn Stranahan
Charles Strassman
Susan Sweeney
Marlene Tomsevis (Adams)
Carol & Tom Trisco
Paul & Jeanne Trogia
Dorothy Trommel
Meribeth Waldrop
James & Joanne Ward
Jim & Agnes Wenner
Lawrence F. Wernisch
Ron & Alice Winkler
Carol & Gerald Yahn

In memory of Frank Lee The Coffee Guys

Note: Donors who sent in a year-end contribution for our capital campaign are not included in this list. They will be recognized when we publish our capital campaign list.

Calendar 2012

MONDAY, FEBRUARY 6:

General Membership Program
Rocky Marcoux, Department of City
Development Commissioner, will
speak about the history of develop-
ment in Milwaukee.

Beulah Brinton Center,
2555 S. Bay Street
7:00 pm

SATURDAY, FEBRUARY 18:

Beulah Brinton House Open to the
Public

2590 S. Superior St.
1:00 - 4:00 pm

SATURDAY, MARCH 17:

Beulah Brinton House Open to Public
2590 S. Superior St.
1:00 - 4:00 pm

MONDAY, APRIL 2:

General Membership Program
Mario Carini will discuss
"Milwaukee's Italians in Bay View
and Beyond".

Beulah Brinton Center
2555 S. Bay Street
7:00 pm

Upcoming Board Meetings:

- Tuesday, February 14, 6:30 p.m.
Beulah Brinton House
- Tuesday, March 13, 6:30 p.m.
Beulah Brinton House

Board meetings may be subject to change.

EIGHT ENCOURAGING A SENSE OF COMMUNITY BY PRESERVING, CELEBRATING AND SHARING BAY VIEW'S RICH HERITAGE.

Return Service Requested

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