



the parkword



THE PARKWOOD HILLS COMMUNITY ASSOCIATION NEWSLETTER

SUMMER 2014

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Upcoming Events

Fourth of July: Annual Bike Parade
Late October: Halloween Bonfire

Owen Conservancy Restoration Begins This July

Russ Hefty, Conservation Resource Supervisor with the City of Madison, spoke at the Parkwood Hills Community Association Annual Meeting in May. He shared the plans for the major restoration project set to begin in the Owen Conservancy this summer. As you may recall, this work is due in large part to our neighborhood's contributions and a generous anonymous match for a total of \$5,000. Hefty also secured an additional \$25,000 from the City.

The goal is to return the Conservancy to an original oak savannah, creating the same conditions the Native Americans would have enjoyed in our area. Work will begin late summer or fall with buckthorn removal. A forestry mower will "mow" them down, turning them into wood chips. These wood chips will be left onsite to provide fuel for a controlled burn. Mowing does not kill the buckthorn so a follow up treatment of herbicide will follow. There is also a burn and other work required to remove invasive species along the western flank and behind the houses on Ozark. You'll also see new shrubs needed by native birds.

The City is also tackling the Emerald Ash Borer issue by removing ash trees on city parks, including the Conservancy. Because the ash trees can become

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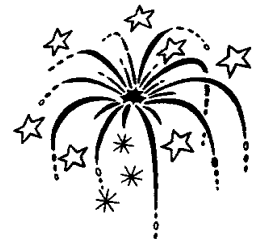
Fourth of July Parade

Join the annual Parkwood 4th of July parade! This year's celebration will begin on Friday, July 4th at John Muir Elementary School at 9:00am with pre-parade face painting and decorations available for bicycles, strollers, wagons, scooters, etc. Please don't forget to bring your helmets for the parade! The parade will start at 9:30am followed by field games, water balloons, races, food, and fun! This Parkwood tradition is the perfect opportunity to catch up with neighborhood friends and to potentially make some new ones!

We are still looking for some volunteers to help with the

event, including food preparation and serving, game organization, and setup/cleanup responsibilities. If you or your teen would like to help with the event, please go to <http://www.signupgenius.com/go/30E0948A9AC2FA20-neighborhoodor> contact Kim Cowles (kncowles@gmail.com; 608-250-0031) to sign up.

In case of bad weather, events will be pushed to noon. If the weather doesn't improve by noon, the events will be called off.



We're looking forward to seeing everyone on the 4th!

A Note from the Incoming President

By David Hoffert

I am deeply honored to have been elected by you to serve as President of the Parkwood Hills Community Association, and I'm looking forward to a great year ahead. In this first issue of the ParkWord since our annual meeting, I figured I should take a moment to step back and properly introduce myself.

I grew up in Madison and left only for four years of graduate school, but my wife, Aleeza, and I are actually quite new to the neighborhood, having purchased our house on Old Sauk Road in March of 2013. I knew I wanted to get involved in the community right away, but it was nevertheless a bit of a surprise when I was elected Vice President of the board after only two months of Parkwood Hills residence.

As a result, I basically spent my first year on the board just taking everything in and getting to know our most active volunteers. In doing so, I made two key observations. First, we are a fantastic neighborhood, planning more events for our community than many other neighborhoods combined. Second, we accomplish this in large part due to a cadre of incredibly dedicated volunteers, who step up to plan these activities year in and year out.

Our reliance on these perennial volunteers is one of our neighborhood's greatest strengths... but it is also probably among our greatest risks. Dedicated volunteers do, eventually, move away, experience life changes, or simply burn out. When they do, if we as a Community

Association haven't laid the groundwork for a smooth transition, entire events that were seemingly going strong can simply disappear.

Our outgoing President, Joe Hanauer, did some great work documenting what our neighborhood does and who takes the lead in doing it. For this next year, I hope to build on that work by developing thorough documentation of what it takes to plan and run each event that we put on throughout the year. It will never be easy to replace a longtime volunteer who decides to step down, but we can at least get to a place that when we are recruiting a new volunteer, we can tell them exactly what it takes to get the job done.

In the meantime, let me just say thank you for all the work you do to make this neighborhood such a special place to live. Aleeza and I couldn't have landed in a better location as we plant our roots back in Madison. I'm looking forward to doing my part (which will no doubt pale in comparison to the work of our many volunteers) to keep this neighborhood going strong in the years to come.



Owen Conservancy continued

very brittle once they die, making them dangerous, he's working to thin out the ash tree canopy. Ash will be removed in the winter when frozen ground conditions allow the work to occur while minimizing soil disturbance. The topographic issues and the fact that the ash are near homes means removal will be a major process, requiring specialized machinery and large logging equipment. The homes along Ozark will see and hear a lot of activity. For more information about the Emerald Ash Borer in city parks see <http://www.cityofmadison.com/parks/services/forestry/pests/eab/>.

Hefty, as always, also had many wonderful wild animal stories to tell. He reminded us never to feed the deer, saying, "They're cute when it's one or two but not when it's 100, ruining your garden." The Conservancy's size cannot

support a permanent deer population. The Conservancy still hosts the occasional feral cat. The coyotes are best left alone. The turkeys are very comfortable in Parkwood Hills, their gobbling is a good sign. They are helpful at keeping the pests down, have excellent hearing and eyesight, and because turkeys roost in trees, the coyotes aren't much of a threat. Now the fox however, is another story. Parkwood Hills families are finding the foxes under decks or along the woody cul de sacs along Saratoga because humans are less of a threat than coyotes.

Tour Owen Conservation Park on July 16, 6:30pm; Owen Conservation Park, 6021 Old Sauk Rd.

Learn about the natural and human history of this 100-acre natural gem "hidden" on the west side of Madison.

Easter Egg Hunt in Everglade Park

By Sandy Gregorich



Golden egg winner Maya Dresang

Neighbors were delighted to find a beautiful spring day in 2014 for the annual Parkwood Hills Egg Hunt. The Easter Bunny presided as usual while kids searched for and found over 1000 eggs. This year Maya Dresang was the lucky finder of the \$5 golden egg!

The able assistance at the park of happy hoppy helpers Casey Gregorich-Trevor, Izzy Schryver, Charlotte Ravenscroft and Stephanie Kishter was unbeatable. Izzy Schryver did a hoppingly stunning job starring in the KEY role! Thank you to Connor and Casey Gregorich-Trevor and Charlie Trevor for the EGGcellent behind-the-scenes egg-filling.

A round of thanks to all of you who cleaned out the closet and dropped off plastic eggs for us to recycle. If anyone has any plastic eggs to be reused for next year, drop them off on my porch at 401 Yosemite Trl. and I will get them to the Bunny. As an extra bonus this year, we left the park cleaner than we found it, a nice present for Earth Day.



Neighborhood Business: Jignesh Patel, Shiloh

Jignesh is a professor of computer sciences at UW Madison. His research areas include database management systems; query processing; cloud data management; green computing and data analytics.

Your blog is called *Big Fast Data*. Can you give us an example of what “Big Data” means?

Web search (e.g. Google, Bing) is a good example of big data, where these companies scour the entire Internet looking at billions of web pages and then crunch that data using “algorithms” to figure out exactly which page to show to you when you type in a search term. Search on social media like Facebook and Twitter are other similar examples. In each of these cases, there is an additional related big data aspect to figure out which advertisement to show to you so that the advertisement is relevant to you, and increases the chance that you will engage with that advertisement.

Big data is also used to examine your viewing behavior on Netflix and recommend movies/TV shows that you are likely to find interesting.

Big data is transforming “traditional” sectors of our society—for example, agriculture is now being driven by big data. Modern farm equipment has sensors that collect data about the condition of the soil. That data is then used to figure out the optimal distance between seeds, and also to determine how much fertilizer to add to the soil. Thus, big data is being used to improve the yield that we get from our farms, while reducing the economical and environmental damage that is associated with over-fertilizing.

In fact, it is hard to come across a sector in our economy that is not being touched and transformed by big data.

What do you like about being a professor?

We have an amazing university that attracts very talented students and faculty. In the area of big data, we have a well-established reputation and we naturally attract top students from across the world. I love the opportunity to work with such talented students, which provides me the unique opportunity to train the next generation of leaders in the big data space.

Tell us about your consulting business. Why did you start a business?

Many professors at the university consult for companies—I do the same, and started a consulting firm to better organize that part of my life. I started my consulting firm,



JMP Consulting LLC, last year after my startup (Locomatix) was acquired by Twitter. Clients of the firm have grown organically and it's been pretty busy.

Any advice for high school students who are interested in computer science for a career?

I think computing is a critical part of our curriculum even for students who do not aspire to be computer scientists. It is hard to find any discipline that is not being touched by computer science. For example, biology increasingly relies on the use computation models and analysis to make new discoveries. It is also not unusual to find cutting-edge research in Humanities that uses computer science—for example, the new area of “Digital Humanities” is based on using computing in various traditional humanities disciplines.

Tell us about your family. Who handles the home computing IT problems?

My wife does a far more important job than I do—she works with kids who have cancer. We have two boys and they are still exploring what our neighborhood has to offer. I have a super-supportive family who patiently tolerates my travel schedule.

I handle the IT issues in the house. I try hard not to upgrade my wife's computers to the latest beta software.

What are your plans this summer?

Catch up on sleep, and spend as much time outdoors as I can with my family!

Welcome to Our Newest Neighbors

Many new families have moved to Parkwood Hills in the past year. The Parkword caught up with two of them recently.

Names: Roland and Mary Joan Brennan, Anne Sophie (age 11) and Stephanie (age 9)

Address: 210 Shiloh

What activities do you enjoy? We are excited to be in our new house here in Parkwood Hills. We are a family of four—Roland is a neurologist at the UW and Mary Joan has a background in education and keeps everyone organized. You may either hear violin or piano music emanating from our house or squeals or barks from one of our many pets. We are the owners of a large, friendly golden retriever named Semmie, two cute and undaunted kittens, and two guinea pigs

Do you plan to have chickens? Yes! Mary Joan would love to add a slew of chickens, but we are waiting to see how good natured our kittens really turn out to be.

Have you seen the Parkwood Fox? We have seen the fox, and luckily our dog didn't.

Anything else you'd like to tell us? We all enjoy reading, eating good food, traveling and music.

Names: Chuck and Kathleen Spencer, Daphne (age 4)

Address: 421 Yosemite Trail

What interested you in Parkwood Hills? The neighborhood is beautiful and it's close to great public schools and our offices. We really wanted to stay in Madison in a well-established neighborhood with a sense of community. We were very happy to see flourishing front-yard gardens, a pool and tennis club nearby, and several parks. The neighborhood is also very conducive to walking and biking with its many sidewalks and bike lanes on Old Sauk Road.

Have you seen the Parkwood Fox? No, we haven't seen the fox. Once word got out that several people had seen a fox, Kathleen would get up early in the morning and peek out the window to try to catch a glimpse. Much to her disappointment, she didn't see a fox or its tracks.

Anything else you'd like to tell us? We've really enjoyed getting to know our neighbors at various events like the holiday cookie exchange and the pool party. Kathleen would like to get involved in a book club as she enjoys reading and talking about books.

Annual Spring Fling

Pictures by Sharon Nebuda

Neighbors gathered at Vintage Brewing Company on April 5 to socialize and cheer on the Badgers.



Traffic Circles: Beauty in the Making

Wondering who keeps our traffic circles blooming all summer? Meet the amazing volunteers who tirelessly donate their time, energy (and plantings, typically from their own pocketbook) to maintaining Parkwood's beauty:

Barb and Gene Summ of Olympic Dr. (pictured here). Each summer, Gene recommends the cocoa mulch which improves the soil around the Blue Ridge and Olympic Dr. traffic circle. The cocoa mulch gets incorporated as well as keeping it moist and suppressing weeds. Many of the plants have come from their yard. The garden has hosta, sedum, catmint, and two roses.

Curt Madsen and Geri Cross-Madsen of Blue Ridge Pkwy. We are grateful to Geri for adopting our circle on Yellowstone and Blue Ridge. There's even City paperwork that makes it official! Geri looks at what's needed and adds new plantings each summer.

THANK YOU from your neighbors for making Parkwood streets safer and more lovely each year. Please slow down when you see them working!



Everglade Traffic Improvements

Concerned about traffic on Everglade, board member Kari Bloedel contacted City of Madison engineer Mark Winter. As it turns out, the intersection at North Yellowstone and Everglade is not in compliance with current city traffic laws.

Starting in June, the City will make the following changes to improve safety at the intersection:

1. The installation of a stop sign at the end of Yellowstone, at Everglade.
2. The addition of three crosswalks, across Yellowstone, and 2 from each corner across Everglade.

3. The addition of four "No Parking" signs: one on the short section of curb from the corner to the Dresangs' driveway, and three at the park, clearing the section between the crosswalks and 30 feet beyond them. This will help with visibility issues and safety for pedestrians.

4. The addition of a "teeter totter" sign to signal *Caution, Children at Play*, on the park side of the street.

Many thanks to Kari for taking the lead on this busy intersection.

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This newsletter is published four times per year and serves as an important and integral communication tool for our neighborhood and community. We welcome your comments and suggestions. Please send ideas for articles or submit your own articles for publication. We also appreciate any corrections which we will run in the next issue.

Next deadline: September 10, 2014

Approximate delivery: October 1, 2014

Parkword Editorial Team
6913 Colony Dr
Madison WI 53717
editor@parkwoodhills.org

Did you know that you can get the parkword as a digital file?
Sign up at <http://parkwoodhills.org/>

Host a Block Party

Again this year, the Parkwood Hills Community Association encourages your block to throw a block party. To facilitate your party, the Association has set aside funds to cover your \$50 street closure permit fees. Grab a neighbor and start planning your block party now! For more information, contact: Beth Puleo, (781)704-7173 or beth.puleo@gmail.com.

Directories & Dues

Block captains have been out delivering directories and collecting annual dues. Your dues support many events and activities in Parkwood Hills. Thank you for your contribution.

It's Not Too Late To Join the Fun at the Pool!

Summer activities at Parkcrest Pool, Tennis and Basketball are in full swing and it's not too late to join the fun. Beginning in July, pro-rated memberships are available for new members for the remainder of the summer. If interested, please contact Peter Olson, volunteer membership coordinator, at 233-3573 or just visit the pool. More detailed information about the many programs can be found at parkcrestpool.org.

Thank you to all the area businesses that generously support our neighborhood directory with their advertisements. Please support them and mention that you saw their ad in the Parkwood Hills Directory!

Bella Salon	Inner Fire Yoga	Neckerman Insurance
Car Concierge Auto Delivery	Jules Pilates	Nennig Law Office
China Kitchen	Kool View	Orthodontic Specialists
Croak, Gonzales, Eckerle & Martinson	Landscape Architecture	Otto's
Dan Miller, Realtor	Legends Sports Bar	Parkcrest Swim and Tennis Club
David F. Grams & Associates	Madison Swim Academy	Peter Waite
First Choice Dental	MadTown Twisters	St. Thomas Aquinas
Gary's Art & Frame	Milward Farrell Fine Arts	Vitense Golfland
Homestead Shoppes	Nancy Benzschawel, Realtor	

Thank you also to volunteers Mary Joan Brennan, Charlene Drumm, and Elizabeth Morrison for making our Neighborhood Directory!

CLASSIFIED ADS

Personal classified ads are accepted for this newsletter, which is mailed to 500 households in Parkwood Hills. Ads may be edited for length. Ads from Parkwood Hills residents are free (up to 6 per year per address). Commercial ads (up to 4 lines) or ads from outside the neighborhood are \$10 each. Email your ad to editor@parkwoodhills.org or mail your payment, name, address and phone number with your ad to Elizabeth Morrison, 6913 Colony Dr. Madison WI 53717. Please make your check payable to Parkwood Hills Community Association.

HONEY: Completely natural, cold filtered HONEY for sale. I do not use any chemicals on my hives—the honey is natural, cold-filtered and gently harvested. One pound jars for seven dollars. I can also sell honey on the comb. Gorgeous color and fantastic taste. Contact Mary Joan Brilla at 920-207-1039 or mary_joan_brennan@yahoo.com. 210 Shiloh Drive

GUITARS: Child's half size classical guitar, Amigo by Lotus, Model AM15, made in Romania, new condition. \$90.00 w/case. Also an adult classical guitar for sale, call for information 279-1118

WALK TO END LUPUS NOW, MADISON: The Lupus Foundaton of America, Wisconsin Chapter, is hosting a 1 or 3 mile walk on September 13, 2014, at Fireman's Park in Middleton. Registration begins at 8:30 a.m. The walk begins at 10:00 a.m. Register at www.lupuswi.org or call 866-587-8794 for more information

Parkwood Hills Community Association Board

Board members serve two-year terms. Meetings are open to everyone.

President:

David Hoffert

Vice President:

Open

Secretary:

Kari Bloedel

Treasurer:

Beth Puleo

Block Captain Coordinator:

Open

At-Large Board Members:

Charlene Drumm

Allison Gunn

Joe Hanauer

Jane Kaldor

Lisa Kermgard

Kathie King

Lauren Ritters/ Stephen Gammie

Dave Mann

Jessica Yehle

Newsletter Editor:

Grant Priehs

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Peter Olson

Parkword Email List Host:

Mark Clear

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PARKWOOD HILLS COMMUNITY
ASSOCIATION
c/o Elizabeth Morrison
6913 Colony Dr
Madison, WI 53717