



Midvale Messenger

November-December 2025

Calendar:

November 11: WIDE-LP 99.1 FM Annual Meeting, 626 Orchard Dr., 1:30-2:30 p.m.

November 15: Friends of Sequoya Library Bookshop Sale, Market Square, 9 a.m. to 4 p.m.

November 25: MHCA Board Meeting, Sequoya Library and via Zoom, 6 p.m.

December 6: Friends of Sequoya Library Bookshop Sale, Market Square, 9 a.m. to 4 p.m.

December 20: Friends of Sequoya Library Bookshop Sale, Market Square, 9 a.m. to 4 p.m.

President's Message

Annual Treats

By Joy Cardin

President of the Midvale Heights Community Association



Thank you to all who attended the Midvale Heights Community Association's 2025 Annual Meeting on October 30 at Sequoya Library. MHCA members elected a slate of candidates to represent the odd-numbered areas in the neighborhood for the next two years. The Midvale Heights Neighborhood has 15 Areas. The directors for the odd-numbered areas are elected in odd-numbered years. The directors of the even-numbered areas are elected in the even-numbered years. Officers will be elected by the board during our November meeting. There is a list of the board of directors, the officers and activity leaders along with our contact information on the MHCA website. It will be updated to reflect the latest election results in November. https://midvaleheights.org/MHCA_Contacts

Also, during the annual meeting, District 11 Alder Bill Tishler gave us an update on issues of particular interest to the Midvale Heights neighborhood, including the latest on the city budget and road safety projects. Alder Tishler keeps MHCA abreast of current issues at most MHCA monthly meetings. The board meets the fourth Tuesday of every month (except July and December) at 6 p.m. at Sequoya Library and via Zoom. You are invited to attend our meetings.

MIDVALE MESSENGER

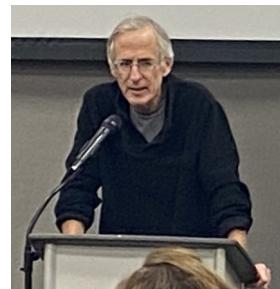
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Our keynote speaker for the 2025 annual meeting was author Doug Moe - a former resident of Midvale Heights. Doug talked about his recent work, including his latest book, *Forward for People: The Autobiography of America's Longest Serving Legislator*. This book is about Wisconsin Senator Fred Risser who represented Midvale Heights in the state legislature. We will post the Zoom recording of Doug's talk on our Facebook page. <https://www.facebook.com/MidvaleHeights53711>



We also shared an update on our calendar of events for 2026 including the annual picnic in June and Summer Nights at Segoe concerts in July. Planning is also underway for a winter neighborhood get-together of some sort at the Odana Hills Golf Course Club House. Stay tuned!

Neighborhood News Briefs

Friends of Sequoya Library Appreciates You

By Nadine Pfotenhauer
Friends of Sequoya Library

An inspiring quote from Cicero says, "Gratitude is not only the best of virtues, but the parent of all others." In a month when we celebrate the virtue of thanksgiving, the Friends of Sequoya would like to express our thanks to the wonderful Midvale Heights Community who consistently donate books, CDs, DVDs and LPs for our book sales. We could not support the Sequoya Branch without your donations. The Friends accept donations at Sequoya Library every day. You can use the Friends' drop slot (not the book return) or give them to staff at the front desk.

We also take donations at the shop on Mondays and Thursdays from 9 a.m. to noon. We ask that large donations are brought to the shop or leave a message at 608-288-9848 and we can arrange a pick up. If you have questions about donations or would like to volunteer with the Friends, ask at the Sequoya Help Desk, come to the shop to talk with us on our book sale or donation days or leave a message on our shop phone: 608-288-9848. The next sales at our shop in Market Square (6672 Odana Rd.) are 9 a.m. to 4 p.m. November 1 and 15, December 6 and 20 and January 3 and 17. Find us on Facebook at: <https://www.facebook.com/friendsofsequoyalibrary/>



MHCA Baseball Registration Opens in February

By Mike Pressman
Commissioner

The 2025 World Series is over, so we are getting ready for another season of MHCA baseball.

MHCA is a fun league for players from 3 to 9 years old. It is a good way for players and parents to meet people. T-Ball is played on Tuesdays, Major Coach Pitch on Wednesdays, and Minor Coach Pitch on Thursdays. The games are played at Piper and Segoe Parks. The season will begin the week of June 1 and end the week of July 20. The cost is \$50 per player, and each player receives a hat, T-shirt and baseball. Applications are available on the MHCA website in February. If you have questions or need more information, please contact Mike Pressman at mmpressman@charter.net or 608-288-0993.



Santa Claus is Coming to... Midvale Heights

By Gwynneth Schell

Once again, Santa Claus will be visiting Midvale Heights on the Thursday evening before the week of Christmas, December 18. Santa has agreed to stop at homes throughout our neighborhood, bringing early Christmas wishes to neighborhood children and their families. Given his very busy December schedule, Santa has asked us to help him with his travel arrangements. If you would like Santa to visit your home, please contact SantaVisits@midvaleheights.org or 608-622-5388 (text is okay) and his elves will discuss the details with you! Santa is very busy this time of year and he's looking for volunteers to help him during his visit. Jolly men are particularly welcome, but there are many fun ways to help.

WIDE-LP 99.1 FM Wants Your Voice

By Marsha Zelmanski
WIDE-LP 99.1 FM Board



Midvale Heights neighbors, did you know that we have a little gem of a radio station right here in our own backyard? My name is Marsha and I'm on the board of WIDE-LP 99.1 FM. Come check us out at our annual meeting on November 11, 1:30 to 2:30 p.m. at 626 Orchard Drive. We love new voices and members to keep our radio station's programming timely and relevant. Positions available include board members, amateur/aspiring journalists, and techies.

Your Neighborhood
Radio Station

Community Supported / Ad-free

Beyond the Car: Understanding Non-Drivers and Envisioning Inclusive Communities

By Alder Bill Tishler

Madison Common Council District 11

This fall, I joined a book panel discussion kicking off Madison's Week Without Driving, held September 29–October 5. The event brought people from across Dane County together to explore transportation equity and accessibility. Inspired by Anna Zivarts' 2024 book, *When Driving Is Not an Option: Steering Away from Car Dependency*, we discussed how car dependency affects those who don't drive—and what it takes to build inclusive communities where everyone can move safely and independently.

A key takeaway was that nationally, about one-third of Americans—and roughly 35 percent of Dane County residents—are non-drivers. This includes children, people with disabilities,

low-income residents, recent immigrants, older adults, and those who choose other modes of travel to protect the planet. For many families, non-driving is a daily reality. In my immediate family, these statistics are evident: my father, nearly 90, no longer drives; one of my teenagers hasn't learned yet; and another doesn't drive because of depth perception challenges.

We often view transportation as a personal choice, as though everyone freely decides whether to drive, walk, bike, or take public transit. In



When Driving Is Not An Option



Steering Away from Car Dependency
Anna Letitia Zivarts
Foreword by Dani Simons

reality, these "choices" are shaped by the infrastructure and services available to us. In her book, Zivarts highlights the importance of sidewalks—the basic network connecting people to schools, stores, bus stops, and one another. Sidewalks are more than concrete paths; they are the threads that weave a community together, enabling safe, comfortable mobility for all.

The average American outlives their ability to drive safely by eight to ten years—yet few plan for this transition. Initiatives like Week Without Driving challenge us to see beyond the car, understand the barriers faced by non-drivers, and inspire city leaders to design systems that reflect the diversity of users.

Week Without Driving returns to the Madison area September 28–October 4, 2026. Event details will be posted next summer at greatermadisonmpo.org, madisonbikes.org, and americanwalks.org/week-without-driving.

In the meantime, consider reading *When Driving Is Not an Option: Steering Away from Car Dependency*—a compelling book by the author who inspired this nationwide movement, offering valuable insights on creating more inclusive communities.

One Person's "Yard Waste" is the Ecosystem's Treasure (Plus, Holiday Gift Ideas!)

By Wendy Weber and Jenny Pilling
The MHCA Green Team

Before we offer a garden-related holiday gift idea, here's a reminder for fall:

Leave a Brush Pile

Leaving brush, cut-off stems and branches, AKA "yard waste," provides habitat to a number of species from a range of bees to swallowtail butterflies to luna moths to stick insects. Other critters - okay, some are a bit annoying - chipmunks, voles, and squirrels, along with amphibians and reptiles such as salamanders and snakes, also reside in brush piles. If you're not a fan, think of them as raptor protein. Also, old chipmunk, mice or rabbit nests provide nesting space for bumble bees, which are struggling with the lack of available housing in Madison and beyond!

Do you want to make the holiday gift giving simpler and more sustainable?

Consider giving specific garden-related gift certificates from local native nurseries (and others which sell native plants and services) which support local ecosystems by providing food and habitat for wildlife.

Bee Balm Wildscapes (www.beebalmwildscapes.com/)

Ask Melissa about a gift certificate for native garden design and installation!

Good Oak Ecological Services (www.goodoak.com/)

Good Oak provides services in support of ecological land management and sustainable landscaping.

K&A Greenhouse (www.kandagreenhouse.com/)

has a native plant list.

Landscape Designs, Inc. (www.landscapedesigns.bz/)

in McFarland.

Riley Native Plant Nursery

(www.rileynativeplants.com/) Based in Verona, they sell native plants (local, ethically sourced, pesticide free) and organic vegetables.

Tend Native Plants (www.tendnativeplants.com/)

A woman-owned business out of Blue Mounds, Tend sells pollinator-safe, ethically sourced, local native plants (straight species only) and offers native plant advice (consultations).

Two Ferns (www.twofernsmadison.com/)

Two Ferns is a woman-owned Madison nursery selling native perennials, an annual tree and shrub order option as well as convenient plant kits.

Let's not forget these other local businesses for plants of all sorts, gifts, gift cards and more:

The Bruce Company
(www.brucecompany.com)

Fitchburg Farms
(www.fitchburgfarms.com)

Check out their holiday classes!

Jung Garden Center (www.jungseed.com) A long-time favorite.

Klein's Floral and Greenhouses (www.kleinsfloral.com) Always beautiful.

Schönheit Gardens (www.sglgardens.com) Take a stroll and see all the beauty their garden center offers.

The Madison Greenhouse Store
(www.madisongreenhousestore.com) Retailer on Willy Street selling plants and supplies aimed at urban and greenhouse gardeners, plus some décor items.



Here's another timely and well-received gift idea to promote sustainability

With the holidays approaching you may once again hear, "Don't buy me anything!" or maybe, "I don't want a thing!" Now may be just the time to connect the need around food security and a desire to buy a gift or do something for someone! Please consider giving a donation to one of the following or other organizations in memory of, or in honor of someone. This is a very timely and important gift to those who may now truly find themselves in need of assistance. It's easy and probably the most impactful gift you could give!

WayForward in Middleton (wayforwardresources.org)

The River Food Pantry (riverfoodpantry.org)

Badger Prairie Needs Network (bpnn.org)

Second Harvest (secondharvestsw.org) - This organization collects and distributes food more cheaply for and through a network of partner agencies like the above three pantries.

Feeding America (feedingamerica.org) Feeding America is a nonprofit network serving 200 food banks around the United States and Second Harvest is one of those food banks! And here's to you for your wonderful generosity!