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Pictured on cover:

Cindy Prindle, Training and Professional Development Manager at Hawkins Ash CPAs, La Crosse.

Photo by Megan McCluskey, Atypik Studio. Hair and makeup by Beautiful Reflections, La Crosse.



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Recently, my husband got an iPad. The thing transformed our lives. Within just a few short weeks, its reputation ranged from a brilliant device that occupied our son during a long and miserable tonsillectomy recovery, to a handy gadget for cuddling up and watching movies after the kids went to bed, to a repository for a shocking number of downloadable games that our kids discovered before we could vet them, to the subject of frequent fights—between the kids over whose turn it was to use it, and between me and my son over how much he was playing with it. Ah, the miracle of technology.

I marvel at how much has changed in just a few years. When I first began my publishing career, I was working for an old-school publisher that still printed, sometimes, on linotype machines. I knew what a “slug” was and why they called the spaces between lines “leading.” Instead of editing copy on a computer screen, as I do now, I marked up a manuscript with cryptic codes on typewritten sheets, being sure to indicate exactly which typeface the designer had specified to be used where, and what point size. This was transformed by a typesetter into two sets of paper galley proofs—one that I proofread, another that I cut apart and taped into a sample booklet, or dummy, so the keyliner would know exactly where to put what text on which page. I measured the margins in picas and marked the measurements in blue pencil. I signed off on silverprints and ran downstairs for press checks on the offset printer. I’ll never forget that smell of damp ink.

Today, a computer does it all. I share these memories with younger people in my industry now, and they marvel at the hands-on nature of the process, the need for red pens and hot lead and sticky wax and lots and lots of paper.

And while I’m so glad I had that experience, and understand the composition process so well, I would never want to go back. These days, the “track changes” feature in Microsoft Word replaces my red pen, and email eliminates the need to “run” manuscripts and proofs from department to department—or mail them across the country. Technology enables me to work from my home, which felt like an incredible luxury back in the day.

This issue of *Coulee Region Women* celebrates all the welcome changes that technology has brought us—from sheer convenience to educational opportunities to literally lifesaving applications in the operating room. You’ll meet “technology guru” Cindy Prindle, who educates people in the area about how to navigate the latest apps and opportunities, as well as Kerstin Boudreau, whose marketing company Metre incorporates electronic data into advertising, and Amelia Baxter, whose company WholeTrees merges nature and architecture in groundbreaking ways. You’ll discover high-tech performance wear and high-tech beauty procedures—and perhaps you, like me, will be amazed at how technology can impact a woman’s life in ways we never imagined just a decade or two ago. And there’s no going back.

Or maybe there is. My husband just left on a business trip, and he took with him the much-loved and much-despised iPad—it was meant to be a work tool, after all. And thankfully, when my son is done pestering me for something to do, he’ll return to his Legos, his paper and markers, his baseball bat and the sprinkler on the lawn, and we’ll all have a bit of a break from the fast-paced world of technology.

Betty

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STEPPIN' OUT IN PINK



Step up your support for breast cancer research and awareness on September 7, at the 8th annual Steppin' Out in Pink. Walk with family, friends, co-workers or on your own to honor survivors and remember loved ones. This noncompetitive fundraising walk is for all ages and abilities. Proceeds raised help fund breast cancer research initiatives at Gundersen Medical Foundation, give assistance

to breast cancer patients in need, offer subsidized mammograms for the uninsured and underinsured and support the services of the Center for Cancer & Blood Disorders and Norma J. Vinger Center for Breast Care. The 4.5-mile walk kicks off at 9:00 a.m. on the Gundersen-La Crosse Campus walking trail. Pink ribbon trophies will be awarded to the top three community teams, top three Gundersen teams, top three corporate teams and top three individual fundraisers. Register in advance and receive a 2013 T-shirt, refreshments, entertainment and chances to win prizes. Registration deadline is August 26. For more information or to register online, visit steppinoutinpink.org.

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This fundraising event is sure to bring mystery, intrigue, fun and laughter, while raising awareness of the mysterious and devastating disease lupus, a chronic autoimmune disease that can damage any part of the body. Mystery Theatre guests are invited to solve a mystery as they enjoy fine food and drink. Who is *harmless* and who is to be *feared*? Will you be forced to do the detective work when everyone could be in danger?

Could *you* be one of the victims or even the murderer? Will you have an alibi? Plan to attend to find out October 12 at 6:00 p.m., at the Weber Center for the Performing Arts in La Crosse.



YWCA CELEBRITY PIE AUCTION

Coulee Region Women magazine's own Betty Christiansen and Diane Raam will be among many local celebrities to donate their time and talent to raise some "dough" for YWCA programs at the upcoming 2013 Celebrity Pie Auction on August 8, beginning at 6:00 p.m. at the Freight House. Each celebrity will present their pie, homemade or otherwise, at a live auction, to be sold to the highest bidder. Each pie comes with some sweet incentives—for example, winners of the CRW pies will be featured in a one-page magazine story. All proceeds benefit YWCA programs. For more information, visit ywcalax.org.



FALL FESTIVAL ON THE FARM

Spend an autumn afternoon on the farm on September 14 at Deep Roots Community Farm at W4406 County Road YY in La Crosse. Enjoy locally raised pulled pork sandwiches with delicious side dishes, live music, cooking demonstrations, yoga and more. Bring the kids for fun activities including face painting and garden art. There's even a chance to win a weeklong getaway at a lakeside cabin. The Fall Festival is a fundraiser for Grow Your Brain, a local nonprofit that focuses on food awareness and nutrition through school gardens, after-school garden clubs and other food-centered activities with a goal of raising healthy, happy children. For more information or to purchase a ticket, visit growyourbrainlax.org.



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Looking for a unique and challenging athletic competition? Try Tri-Quest 2013! The triathlon includes a 5K run, 33K bike ride, 18 holes of golf and an opportunity

to help area youth. Tri-Quest takes place on September 15 at Drugan's Castle Mound in Holmen. All proceeds benefit the Boys & Girls Clubs of Greater La Crosse. Compete alone or with a two- or four-person team. Entry fees are \$100 per person. Register before September 1 and save \$10 per entry. Registration includes all three events and a pasta dinner on September 14. Visit tri-quest.org for additional event information.

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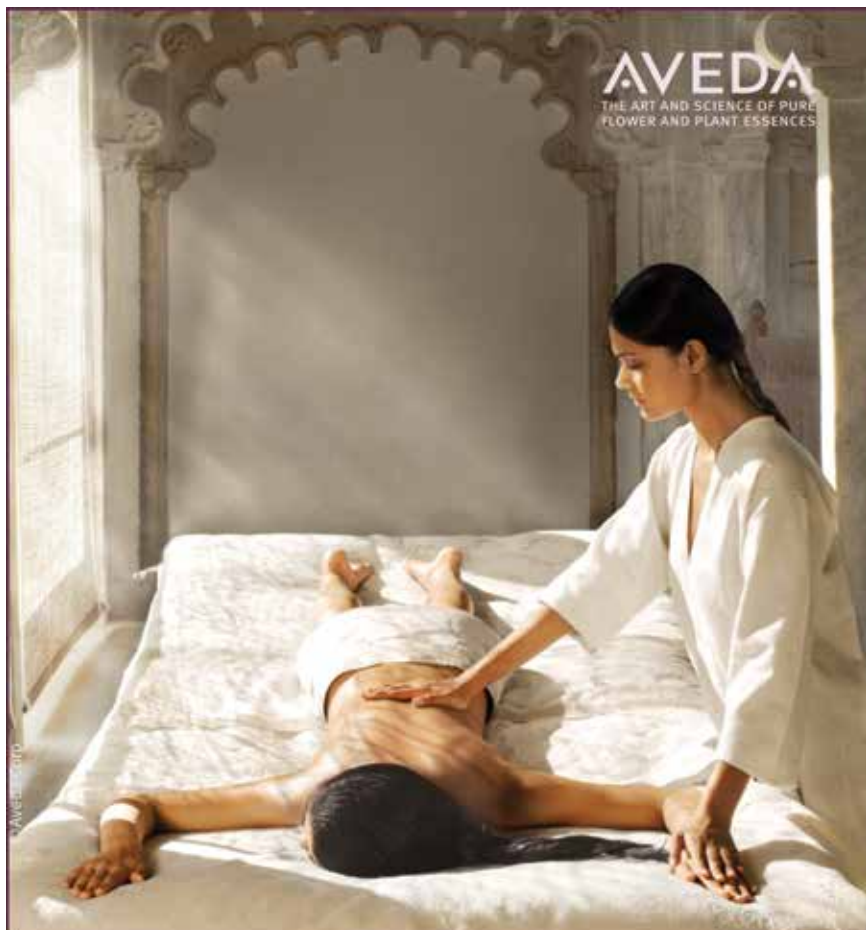


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A TECHNOLOGY GURU

Cindy Prindle excels in making technology accessible to all.

BY KRISTY WALZ

Photos by Megan McCluskey, Atypik Studio

Technology guru Cindy Prindle doesn't stand still. At 51, she ran her first marathon, and last December, at 53, she earned her master's degree. "I'd like to get my doctorate," she says. "I just don't know in what. There are too many choices!"

A lifelong learner and natural-born teacher, Prindle dismisses the idea that gender is a factor when it comes to engaging in technology.

"In the past, the cultural attitude was that girls took home economics and boys were expected to do better in math, science and technology. But that's not the case anymore. It's not about breaking into the field. The playing field in technology has leveled out. It's a field where men and women can compete equally," Prindle says.

In the Coulee Region, Prindle has been integral in leveling that field. She beams when she talks about sharing her technological expertise with the people around her to "help them be the best they can be." Her career path in technology was not her design. She attributes the opportunity to attitude: "It's really about being in the right place at the right time and looking at every adverse situation as an opportunity."

Instrumental in closing gaps

"The first personal computer was released by IBM in 1981—the year I graduated from college," notes Prindle. "I had one computer class in college. I hated it. I never gave technology a consideration." But early in her career, while working for a bank in a nontechnology-related job, technology found her.

"There was definitely a glass ceiling for women back then," she says. "I had a co-worker at the bank who didn't want to deal with an unhappy client. He marched the client over to my desk, and I solved the client's problem. From that point on, the client sought me out for all of his banking, and eventually he recruited me to work at his company." That client was the owner of ComputerLand in La Crosse and Rochester.

As computers were evolving, Prindle's passion for technology was growing. After excelling in her role at ComputerLand, Prindle accepted a position as the Training and Professional Development Manager at Hawkins Ash CPAs in La Crosse. "I really like being able to help people interpret technology in ways they understand," she says.



Cindy Prindle still finds a place for fun, low-tech activities in her training sessions.

In 2005, Prindle also began sharing her skills as an adjunct instructor at Western Technical College.

It's not only the gender gap that has closed in the world of technology. Prindle says technology barriers have fallen when it comes to age and income, as well.

"The introduction to technology can begin in kindergarten now," she says. "Some schools are issuing iPads to students. Age, gender and income don't have to be gaps anymore. Access to technology is increasing in education for every age and at home."

An adaptable educator

"Today there's a greater variety of ways to learn using technology and learn about technology. It's become so much easier for everybody, but specifically for women," Prindle says.

"For the single mom that is raising children and working a full-time job, there are options that will fit into her lifestyle. At least 90 percent of universities and technical colleges have online or blended learning

(a combination of classroom and online) opportunities. There's also video learning and face-to-face classes at night and on weekends. So those that may have had access challenges in the past are now able to better themselves with all of these options."

Prindle has embraced those options in her teaching methods. She once taught students in Puerto Rico from her classroom in La Crosse and will be teaching her first completely online class at Western Technical College this fall. "I love online learning," she says. "I didn't think I would because I'm a people person."

Beyond her technical expertise and teaching skills, Prindle's genuine interest in helping people and her desire to serve keep her classes full and her students excited. Prindle's student and Hawkins Ash CPAs co-worker Jennifer Kalies says, "I have never met a more adaptable educator. Prindle is amazing. She is energetic, inspirational and selfless."

Technology use outside of the classroom is growing, too. "When people are able to use

technology for relaxing or connecting, their comfort level increases. People of all ages are reading magazines and newspapers online or using social media. So even people who didn't grow up with technology, or haven't embraced it in the workplace, are naturally becoming more comfortable with it. They're using technology to connect with friends or look at pictures online. Ideas like iPads and Facetime were things on *The Jetsons* when I was growing up, and now they're here."

As pro-technology as Prindle is, she recognizes that there can be challenges. "I think that there is a false perception that we need to respond immediately (to text messages, email, etc.). As a society, we've set ourselves up to think that we need to reply right away."

For Prindle, texting and emailing allow her to respond at a "relaxed" pace. "I can think about it. I can go for a run and then respond with my best answer. We can choose to look at technology as being considerate of a person's schedule. Families and educators just need to teach responsible use."

She also acknowledges the challenges parents face in putting boundaries on technology for their children. "The million-dollar question is 'how much is too much?' There are a lot of benefits to exposing kids to technology, but it can be a liability if they use it too much. Kids still need to be kids. They need to go outside and play! Technology use really needs to be monitored by the adults in the household."

Still, Prindle sees technology as a boon. "Technology has become easier," Prindle says. "It's more convenient. Jump at every learning opportunity you get! My favorite quote is from Albert Einstein," she adds: "Wisdom is not a product of school but the lifelong attempt to acquire it."

Vivacious, respected and wise, Cindy Prindle has made her mark on the Coulee Region. (crw)

Kristy Walz is the CEO of Confluence Consulting in Holmen. If she had a Facebook page, she would send a friend request to Cindy Prindle.



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ONLINE LEARNING OPPORTUNITIES

**Online courses at Coulee Region universities and colleges offer
the flexibility needed for today's busy lives.**

BY JESSIE FOSS
Contributed photos

Education was once limited to reading, writing and arithmetic: all three, learned at home or in a one-room schoolhouse, practiced and perfected on a slate. How things have changed. Online learning has played a large role in the changing dynamics of modern learning. Each year more and more students take online classes. And in the Coulee Region, local students and institutions alike are embracing online learning.

Nationally, the number of students taking at least one online course increased by more than 570,000 in 2012, to a total of 6.7 million, according to a survey completed by Babson Survey Research Group, Pearson and the Sloan Consortium.

The University of Wisconsin-La Crosse has offered online classes since 2002. In 2008-2009, the school offered 70 online courses. That number jumped to more than 300 online courses offered in the last school year.

Globe University's La Crosse campus has seen a similar increase in popularity over the years, says the school's Dean of Students, Aimee Miritello. "We have definitely seen a need to provide that added flexibility to our students," she says. "The student of today has different needs than that of the past."

Online structure and interaction

The successful online learner has been described as self-motivated, organized, independent, possessing quality time-management skills and able to stay on task. Students also need to be comfortable with technology, such as basic word processing, sending and receiving email and using the Internet.

Students log into an online learning management system where course materials are posted. Course materials can include recorded lectures, group discussion areas, quizzes and assignment drop boxes.

"We tell students that taking online courses might not be the best option for every student—just like we tell faculty that teaching online courses might not be the best option for every faculty member," says Brian Udermann, Director of Online Education at UW-La Crosse.

Interactive online learning tools are also an important part of online learning, says Brandee Ortery, Associate Dean at Western Technical College in La Crosse. These tools allow students to interact with their fellow online classmates and instructors.

To encourage interaction even more, Western requires that its online students attend an orientation like all other new students. "This gives them a great foundation to be connected with Western and the



Brandee Ortery, Associate Dean,
Western Technical College



Brian Udermann, Director of Online
Education, UW-La Crosse



Aimee Miritello, Dean of Students,
Globe University



Alissa Oelfke, Director of Center for
Adult Learning, Viterbo University

available staff and services even though they are taking classes online,” Ortery says.

The ups and downs of online

Many choose online learning because of its flexibility. It was with that in mind that Globe University developed a division dedicated to online learning, Miritello says.

“Many of our students work full time and have families to tend to,” she says. “Online learning is one way to give the students the flexibility they need while also providing them with the opportunity to earn their degree.”

While flexibility is primarily viewed as an advantage of online learning, the discipline and time management required can be a disadvantage for some students.

Alissa Oelfke, director of the Center for Adult Learning at Viterbo University, says the time expectation for online classes is the same as traditional classes, but students don’t have the set time of meeting face-to-face with instructors. While instructors strive to stay in touch in a variety of ways, students who are struggling need to take action.

“It’s easy to get distracted by other things when your life is busy, so staying focused and managing your time properly to complete all the requirements for the course can be challenging. It’s a learned skill, though,”

Oelfke says. “With a bit of work, there’s hope for nearly anyone who wants to be an online student.”

Fears and misconceptions

There is a common misconception that online courses are easier than traditional classes. “That truly isn’t the case,” Oelfke says. “Some might even say it’s more difficult, because you have to be very self-disciplined and proactive, and much of what you might have been able to communicate in the classroom is now communicated through an ongoing discussion in the course site.”

Another fear for some is that online learners aren’t getting as high a quality of education as those learning in the classroom. That fear is something Miritello disputes.

“Globe University takes a very serious approach to the quality of classes offered in an online format,” she says. “[Online courses] are held to the highest standards to ensure we are providing an exemplary education to our students.”

Oelfke echoes those sentiments and says institutions that are regionally accredited must meet the same standards for online programs as face-to-face programs. Accreditors monitor this very closely and institutions must demonstrate students are meeting the same learning outcomes and

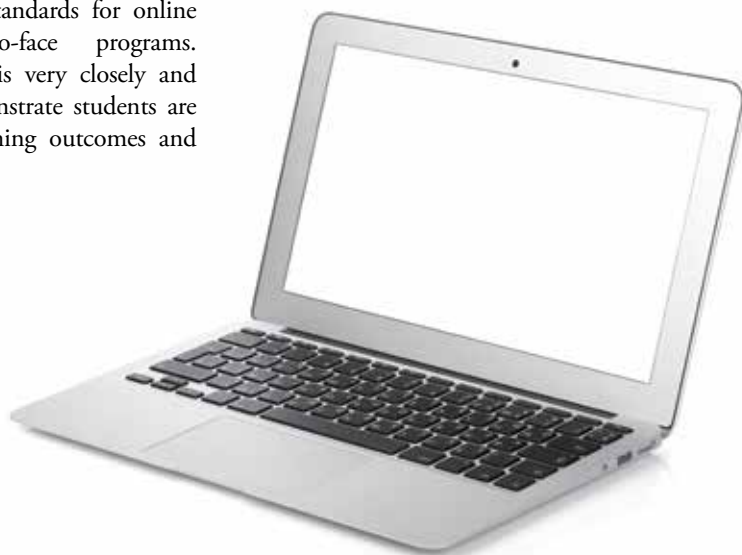
providing for the same instructional time as face-to-face courses.

She also says while online learning has both its advantages and disadvantages; if it works for some students, then it is a good thing.

“I see the ability to access education in a format that fits a busy life as being a very big advantage,” Oelfke says. “It’s worth the persistence to learn how to be a good online student if it means you can pursue a degree in circumstances that wouldn’t otherwise make it possible.”

Each school in the Coulee Region offers a variety of opportunities for online learning. From associate’s degrees to master’s degrees and from nursing to criminal justice, there is something for anyone looking to start or continue their education. For more information, visit viterbo.edu, uwlax.edu, globeuniversity.edu and westernnc.edu. **(crw)**

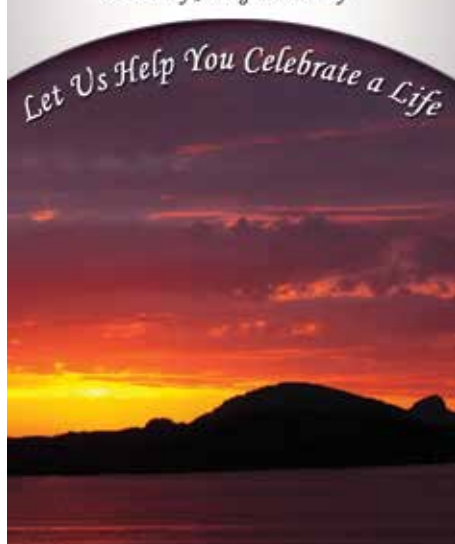
Jessie Foss is a freelance writer who lives in La Crosse. She started her own journey in online learning two years ago and is working toward a degree in accounting.



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TECHNOLOGY FOR WOMEN'S WELL-BEING

Robotics aid women's surgeries in Coulee Region hospitals.

BY SUSAN C. SCHUYLER

Contributed photos



Technology has quickly and profoundly changed medicine—like Buck Rogers meets Dr. Welby, only in real life. According to Lawrence K. Altman, M.D., in the *New York Times*, “Medicine has advanced more in the last century than in all of previous history, and technology’s fingerprints can be found on most of the gains.”

While we all reap the rewards from a long list of medical inventions and innovations, women in the Coulee Region benefit from these gains while under the care of well-trained obstetrics and gynecology (OB/GYN) surgeons at Gundersen Health System and the Mayo Clinic Health System—Franciscan Healthcare in La Crosse.

But they have help—from robots.

Cutting-edge surgery

Gundersen’s Deborah Simon, M.D., and Mayo’s Gokhan Anil, M.D., routinely use robots in their operating rooms to enhance laparoscopic surgeries, specifically hysterectomies. Laparoscopic hysterectomy is a minimally invasive surgical technique where

surgeons make small incisions in the abdomen to insert instruments to remove the uterus.

This technique changed the procedure forever. Once the transverse incision for hysterectomies was introduced in the 1920s, there was little innovation in the procedure until 1988, when Harry Reich performed the first laparoscopic hysterectomy, according to an article published on the National Institute of Health’s pubmed.gov. Robots came on the scene in the 1990s to enhance laparoscopy with a 3-D interface and mobility for surgeons.

“In traditional laparoscopy, the instruments are straight The robot allows you to articulate, which means you have wrists,” says Simon.

Anil adds, “The benefit of robotics is precision. Robotic arms do not get fatigued, and they don’t have the tremor that human hands do.”

Robot assistance

Robots didn’t start in OB/GYN, however. A special issue of an

international journal of obstetrics and gynecology, *BJOG*, reports that the first robotic surgeries were funded in the 1980s by the Stanford Research Institute, the National Aeronautics and Space Administration (NASA) and the U.S. Department of Defense. The aim then was to “replace humans in hostile and hazardous environments such as undersea, in space, or on the battlefield,” according to the *Journal of Pelvic Medicine & Surgery*.

According to that same article, the first two da Vinci robotic surgical systems were installed in the United States in 1999. There were 429 in place by 2006. In the Coulee Region, Gundersen installed its system in 2008, and Mayo followed in 2012.

Robots improve patient outcomes, as well. “The trend is we’re going for more and more outpatient and same-day procedures that require less or no hospital stay and faster recovery so patients get back to work, and their life,” says Anil.

From the test tube

Strides in clinical laboratory technology also are improving women’s health. For example, a new noninvasive blood test measures fetal DNA in the mother’s blood to screen for common genetic disorders, like Down syndrome, in high-risk pregnancies, according a 2012 press release from the American College of Obstetrics and Gynecology. “Traditionally, amniocentesis was used for this diagnosis, which poses the risk of pregnancy loss,” says Simon.

Clinical research also has helped doctors better understand the connection between the human papillomavirus (HPV) and cervical cancer. “We now understand the history of cervical cancer being an infection-related cancer that some women will clear without our intervention,” says Simon.

Research into the once-annual Pap test, a mainstay of women’s health for six decades, led to new guidelines for reducing the frequency of the test by the U.S. Preventive Services Task Force in 2012. According to Mayo’s Margaret Grenisen, M.D., a general practitioner in Women’s Health, it has been a huge change for patients. Simon notices that women are reluctant to adopt the new guidelines.

However, the Pap test may become important in detecting uterine and ovarian cancers, according to a January 2013 article in the *New York Times* by Denise Grady: “Scientists are learning to find minute bits of mutant DNA in tissue samples or bodily



Deborah Simon, M.D.,
Gundersen Health System



Margaret Grenisen, M.D.,
Mayo Clinic Health System



Gokhan Anil, M.D.,
Mayo Clinic Health System

fluids that may signal the presence of hidden or incipient cancers.”

Observational research on the use of hormone replacement therapy (HRT) has affected its use among women. Grenisen reports HRT treatment has declined rapidly since she began her practice 22 years ago. “When I started, everyone was getting hormones, and we were preventing heart disease. That was a focus,” she says. Research through the Women’s Health Initiative changed that. “It’s not as good as we thought,” says Grenisen.

There’s an app for that

Digital technology has made tremendous inroads in women’s health for physicians and patients alike. The sidebar at right has a few apps readers might try.

Grenisen pulls out her smartphone and taps on a few of her favorite apps—everything from Weight Watchers to medical measurement calculators. “Can you imagine what it’s like to be a resident these days?” she says.

Katie Hafner of the *New York Times* took time to investigate that question and discovered that apps have created a “generational divide” among physicians: “Older doctors admire, even envy, their young colleagues’ ease with new technology. But they worry that the human connections that lie at the core of medical practice are at risk of being lost.”

Simon, although a member of the younger generation of physicians, says technology isn’t what she values most: “I always think the relationship is the most important thing. And it just gets reiterated every day when I enjoy my patients.” **crw**

Susan C. Schuyler is a freelance writer and instructor at UW-La Crosse.

Apps for Healthy Living

Blogger Jennifer Abbasi of womenshealthmag.com picked the best apps for women’s health. Here’s her April 15, 2013 post:

First Aid by the American Red Cross

Recommended by physician-run iMedicalApps.com as one of the most innovative apps of 2012 for its video and step-by-step tutorials, this app is a leader in using games to help patients learn.

ITriage

This well-designed symptom checker, which boasts frequently updated physician-written and Harvard-reviewed content, also helps you find a doctor and lets you see the waiting times at local ERs.

HealthTap

Get quick on-screen answers to general health questions, written by physician specialists around the country.

UMSkinCheck

This app, developed by the University of Michigan, gets a thumbs-up from dermatologists for its self-exam walkthrough and full-body photography, so you can track changes in moles over time.



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MARKETING, 21ST-CENTURY STYLE

Metre founder Kerstin Boudreau marries technology and advertising.

BY HEIDI GRIMINGER BLANKE
Contributed photo

Kerstin Boudreau is a passionate marketer. Though her approach seems relaxed, her keen mind churns with data and analytics. Since graduating from Winona State University, she's been involved in the marketing field, even starting two of her own firms. She currently runs Metre, along with partners Justin Garvey and Carlos Interone. The company name was selected, explains Boudreau, because definitions of *metre* include "rhythm and a unit of measurement, and so much of what we do has to do with numbers and analytics and timing, so there are a lot of correlations."

At the forefront

The airy and streamlined downtown La Crosse office space that is home to Metre was purposely chosen. "We were excited to be at the forefront," Boudreau says, referring to Fifth Avenue's revitalization.

Boudreau is adept at explaining her highly technological business in simple and concrete terms. Though skilled in her field's technospeak, she can make any client comfortable at all levels of understanding.

Originally from Milwaukee, this married mother of three boys began her career in La Crosse in more traditional advertising. "I have been in advertising my entire career," she says. "My first job out of college was selling radio ads. From there, I transitioned to the advertising agency side." Boudreau started her first company, Vendi Advertising, in 2004, and Metre "is an offshoot of the growth at Vendi in the areas of data analysis and market research."

Boudreau explains further: "Metre is an advertising agency with a heavier focus on digital marketing and research and analytics. We do more email marketing, website development, landing page development, market research and mobile application development than a typical advertising agency." More specifically, Boudreau oversees communications planning. "I am the one who looks at all of the different marketing channels and puts together an integrated plan."



Kerstin Boudreau, founder of Metre marketing

An early adopter of technology

Ask Boudreau about her favorite piece of new personal technology and she has a hard time selecting one. She smiles and her eyes shine just thinking about the question. "We have three iPads, a number of Google TVs; we all have smartphones. We're the early adopters."

Through her work, Boudreau loves "learning new things every day, the diversity; we work with many different industries, so it's just a continual learning experience." Every day holds something new.

"What excites me the most right now is the amount of consumer behavior data that marketers now have access to, all of the ethical implications and the changes in our lifestyles that will result. That is something we are closely monitoring here." Boudreau

has the skills "to understand the data, to pull out the insights. All of this data is out there, but what does it mean, what is it really telling us?"

Boudreau is anxious to connect with other women in her field. "It would be great if there were more networking opportunities in the area for women in marketing and technology," she says. In addition, Metre is considering ways to connect people currently in, or simply interested in, marketing technology. "That's something that we're working on, finding a way to get all of these like-minded individuals together so we can share ideas and best practices." She welcomes anyone interested to contact her. **(crw)**

Heidi Griminger Blanke as a child, loved pretending everyone had their own phone number, that you could talk into a wristwatch like a phone, and that you could see the person you were talking to on the phone. Beam me up, Scotty.

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APP-HAPPY

There's an app for just about every woman's need.

A woman's smartphone or tablet provides an interesting snapshot of her life—her interests, her priorities, her passions—with just a glance at her choice of apps. Here, we *Coulee Region Women* contributors share a few of our own. Some are practical, some are just for fun, but all say a little something about who we are.



Duolingo: *Parlez-vous français? Non?* If you love foreign travel but can't chat with the locals, this app offers free education in major European languages.



Allrecipes: This free app makes dinner a snap, offering recipes, inspiration and great tips. Create your own virtual recipe box, shopping lists and menus.



Flipboard: Create your own personal magazine—from news and features on favorite topics to your own photos and feeds.



Words with Friends: If you love words, you'll love Words with Friends. The app is free; the fun you'll have topping others' scores is priceless.



Lose It! This app puts weight loss, literally, in the palm of your hand. Set up a personalized weight loss plan and let the app help you with healthy choices.



IMDb: You can not only find just about any detail about any movie, TV show or celebrity, but you can also find showtimes, watch trailers and even buy movie tickets.



Stylebook: Have nothing to wear? Think again. Use this app to create and manage your favorite outfits and upload inspiration.



Evernote: This super notepad allows you to keep text, voice and photo notes accessible from any device.



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A HOME FOR ALL SEASONS

The 2012 Parade of Homes winner was inspired by and designed from the land around it.

BY THERESA WASHBURN
Contributed photos

With most of our lives spent inside, we often feel trapped in the spaces that ought to protect and comfort us. So when the owner of an extraordinary home in La Crosse asked Jennifer Nordeen, then owner of Nordeen Design Group Inc., to look at the land where the home was to be sited, she jumped at the chance to help with the placement in relationship to the natural surroundings.

Emerging from the land

From the beginning, before the first shovelful of dirt was moved, Nordeen, along with architect Jim Weiss, considered the landscape,

striving to integrate the natural world into the build, allowing the house to emerge from its place rather than merely sit on top of it. It is that intention that created a space that is both bright and cozy, a place of comfort to rejuvenate the soul and energize the body.

The owner selected the design/build team for their understanding of natural elements and energy efficiency. While architect and designer carefully considered bringing the spectacular views and natural light into the home with an abundance of windows, the builder, Doyle Pleggenkühle of Golden View Homes, LLC, researched ways to make the space energy efficient. Using a combination of techniques, which



Climbing the winding stairs (left) to the upper level of this three-level home affords a broad look down into the living room (center) and entrance to the master bedroom and bath (right).

included a 98 percent efficient furnace combined with windows with foam-filled frames and triple-glazed U-values, he was able to achieve the level of warmth in the winter and cool in the summer that he had hoped for. Though the owners opted out of radiant floor heat, both the house and the garage have 2 inches of foam under the foundation. Pleggenkuhle also utilized the sustainable wood LP SmartSide shake siding along with the insulating Carrara finishes, giving it the look of real stucco on an engineered wood foundation.

Living from the inside out

"It almost feels like you are in a tree house," Nordeen says of the bright interior space. Pleggenkuhle agrees and finds the airy, open floor plan with breathtaking vistas one of the most unique places he's had the privileged of building. "All the floors capture views of the surrounding bluffs," explains Pleggenkuhle.

While the windows bring an open feel, the dark tiger wood floors ground the space and give it a warm, secure feeling of being connected to the earth. In fact, every aspect of the interior in this two-bedroom-suite home is reminiscent of the earth.

Considered the most-used space in the house, the kitchen and dining area are designed to be functional whether entertaining or enjoying a quiet, intimate meal with family and friends. The light maple cabinets and marble countertops are beautiful as well as practical, and the flow of the kitchen from the dining room to the outside porch allows for an easy transfer of meals either inside or out. The unique rounded sink design gives the kitchen prep area soft, human-centered flow. And with 7 feet of windows across the sink and counter area generating expansive views of the bluffs, there is no feeling of being "stuck" in this kitchen.

Spiraling upward

The exquisite wood and metal spiral staircase stands as one of the most impressive and noteworthy features of this three-level home. The dark brown wood and black metal risers create a richness of color against the cool white walls. This feature allows for a continuous connection from level to level, bringing the home together yet providing privacy and seclusion in various spaces. The staircase builds a sense of movement and energy within the house.

Climbing these winding stairs to the upper level affords a broad

look down into the living room and entrance to the master bedroom and bath. The private area features a large bathroom with generous mirrors and a relaxing oversized tub to soak in after a long day of work.

Descending the staircase from the main floor moves one into the gentle coolness of the lower level, which seems almost to touch the earth surrounding it.

Outside as much as in

With all the light and air moving through this special space, a great deal of thought also went into creating outdoor living areas as well. A three-season porch wraps around the backside of the master bedroom, and a patio, equipped with a wood-burning fireplace, graces the main level. "The owner purchased the land long before building, explains Nordeen. "Spending time outside was an important consideration." This is why on nearly every side of the house at every level, there is a corresponding outside living area.

A whole home

From the welcoming steps of the front entrance to the friendly comfort of the gray-tiled three-season porch, the house creates a thoughtful and useful plan for the owner's needs. Neither too big nor too small, each space is designed to marry human comfort with natural beauty.

"It is the kind of house that has a place for every mood," says Pleggenkuhle. "If you get tired of being in one area, you can move and get a completely different feeling in another room."

Nordeen accounted for sun angles during all parts of the day. "Each room has its time of day," she says. "We really thought about the movement of the sun in this home."

For the people who enjoy this space during all the colorful seasons of the year, it brings both repose and energy. It offers a daily reminder of the beauty of the Coulee Region and deep gratefulness for the thought and work that went into each part of design and building such a distinctive abode. (crw)

Theresa Washburn is a writer, workshop presenter and communications consultant. She lives in the Coulee Region with her family and a menagerie of animals.



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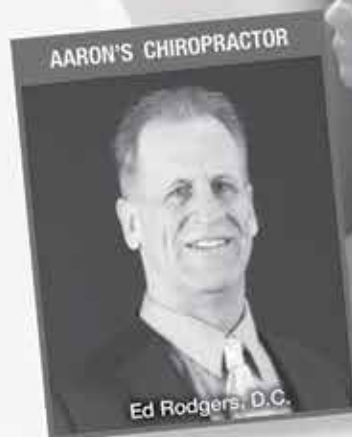
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GREEN INNOVATION

WholeTrees strives to integrate nature into the very structure of our homes.

BY LEAH CALL
Contributed photos

“If humans are ever going to learn to coexist with our natural environment while maintaining our standard of living, we are going to have to come up with some ingenious innovations that combine science with an understanding of the natural systems that exist around us, rather than trying to squash the natural systems in order to live in contrast with them.”

That’s how Coulee Region business owner Amelia Baxter projects her thoughts on the relationship between innovation and the environment. That belief also drives the vision of WholeTrees Architecture and Structures, the business Baxter started with her partner, Roald Gundersen, in 2007. WholeTrees utilizes the superior strength of small-diameter round timber as a viable alternative to steel and concrete for use in home and commercial building construction. This woman-owned business with headquarters in Stoddard and an office in Madison has received three federal Small Business Innovation

Research (SBIR) grants in the last three years as it works toward commercializing its technology to the forest products industry.

Award-winning technology

In 2011, WholeTrees received its first Phase I SBIR grant award from the U.S. Department of Agriculture. In the same year, it took top prize in its category at the prestigious National Cleantech Open Business Competition. The company received a second \$360,000 SBIR grant in 2013, and last year was awarded a third grant to develop the software to assist in sourcing and manufacturing the materials. “We were doing structural testing; we are creating products that are more modular, and now we are developing software that will help the industry do that,” Baxter explains.

The business’s initial focus on custom home construction has shifted to the development of systems that can be sold to the



Ameila Baxter, owner of WholeTrees.

construction industry. The grant funds support further research development toward that goal of commercialization that will grow the company and create jobs. "Our focus in the last year and a half has been pivoting toward a modular standardized product that we are innovating with Forest Products Laboratory in Madison," explains Baxter.

Committed to success

Baxter's role in this innovative green company is one of CEO, President and COO combined. "I also do my best to keep instilling in the entire company a culture that my partner and I share that there is something joyful about getting to know the natural systems around us and innovating with them," she says.

Her earlier experiences may have shaped her current vision for her business. Baxter has a degree from the University of Chicago in Environmental Studies and Religion, an interesting combination. "I had always been interested in the way religion shaped our values—how we place the best of who we are in our religion," explains Baxter. "So I combined the two in college. My whole thesis was around how our values, how religion shapes our action toward the environment."

Her studies took her to Nicaragua, where she studied the use of Christian texts to reach farmers and teach sustainable agriculture. She also traveled to Cuba and Turkey. "I was really fascinated by this," she says. "Even in secular society there's no doubt our value system shapes the way we choose to live, and it's the way we choose to live that affects our environment."

Baxter's commitment to success at whatever she does was aptly demonstrated at age 18, when she completed a 2,100-mile, five-month hike of the Appalachian Trail, a goal she set for herself when she was just 13.

"It's quite an experience early in life to learn that all you really need is what you fit into your backpack. So through your life, no matter how many things you accumulate, there's this touchstone. You know what's needed. Traveling third world countries is the same thing. You know what's possible in terms of simplicity. I suppose it makes it easier to take risks, because you can always touch back on what it would mean to be simplified."

Finding balance

Baxter and Gundersen moved to a farm near Coon Valley in 2005, where they live today with their two children, Estella and CameronMoses. Their attention to healthy environments takes place not just at the business but also on the farm, where they grow an abundance of organic vegetables and even have a greenhouse to supply greens year-round. A portion of the business also takes place on the farm, where they remove small-diameter timbers and fabricate them for use in construction projects. "That's a wonderful thing, since these thinnings make the remaining forest far healthier," notes Baxter.

Like most working mothers, Baxter strives to find balance between family and growing a successful business. "I hope to develop a team of leaders who enable me to remain a part of the growth of what we are doing, while staying sane and balanced with the kids." *(crw)*

Westby-based writer Leah Call enjoyed talking with Amelia Baxter and is impressed by her accomplishments and expertise.

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THIRSTING

FOR TECHNOLOGY

New kitchen gadgets make it easy to pour yourself a cold (or hot) one.

BY JULIE NELSON

Contributed photos

Recipes analyzed by Gundersen Health System registered dietitians.

If an opportunity for a shopping spree at a kitchen store has you out the door in a heartbeat, you likely well know the blessings—and burdens—of bringing technology and kitchen gadgets into your house. Take, for example, the three most requested appliances at Macy's at the Valley View Mall in Onalaska. Interestingly, all three of these are beverage makers. If you use them regularly, they'll make your cooking process easier and more convenient, but if you don't, they'll quickly become clutter on the counter or one more thing needing storage space.



The new instant coffee

The appliance most likely to be well used, especially for those who are regular coffee drinkers, is the Keurig coffee maker. The Keurig boasts simplicity and flexibility. To use it, you simply fill the reservoir with water, insert a premeasured cartridge of ground coffee into the slot and push a button. In a quick 60 seconds, you'll have a cup of perfectly brewed coffee. The coffee cartridges come in more than 200 flavors, and the machine allows you to select a dark or light brew. This flexibility makes it easy to please everyone in the family or to offer your guests whatever suits their personal tastes. Purists who like to grind their own beans can purchase what the company calls a K-cup, and use it the same way they would a cartridge. Another joy of the Keurig is that it requires no washing.

This appliance will be worth your counter space if: You drink only a couple cups of coffee at home each day, you like variety in your coffee and/or you live in a house where several people want coffee and each would like a different flavor. You may want to stick with your drip machine if you like to make a full pot of the same kind of coffee each morning and then drink several cups in a row. The drip pot also involves less waste, as you don't throw out the plastic cartridge each time you make a cup.

The bubble machine

Throwing away less plastic is a big advantage of the second-most requested appliance at Macy's: the Soda Stream, a home machine for making your own soda pop. The process is simple: pour some tap water into the liter-sized bottle, put the bottle under the nozzle and press the pump button a few times (depending on how much fizz you want). After that, you add your flavoring (or no flavoring, if you are just looking for some carbonated water) and enjoy!

Because you reuse the liter bottle, you end up throwing a lot less into the recycle or garbage bin. The Soda Stream also allows you to create your own mix—say, a little bit of cola with a bit of lemonade—and the bottles reseal much better than traditional liter bottles, which means you can leave put them in the refrigerator and still pull out



a fizzy drink several days later. There's no electricity involved with this gizmo, so you could use it in your car or on a camping trip.

This will be worth your counter space if: You drink a lot of carbonated beverages at home and/or you don't mind bringing the empty bottles back with you if you take them out of the house.

Smoothie heaven

The third piece of kitchen technology that's "trending" right now is a smoothie maker. The NutriBullet is the most requested one at Macy's, while the Ninja is another popular brand. Both of these have you put a variety

of fruits, vegetables and proteins in the cup portion, press the button and, when the components are blended, enjoy your smoothie. The advantage of the Ninja is the blades, which do a better job of crushing ice or breaking up walnuts, peanuts and the like.

Both these products tout the nutritional advantages of their process, saying that the blending makes the nutrients of your foods much easier for your body to absorb. There is some truth to that, says Marisa Pruitt, a registered dietitian at Gundersen Health System, but she says there's more to the story. "Juicing or blending is like predigesting your food, so the body will absorb it more quickly. But because the food is already broken down, it won't leave you feeling full as long. I like the example of an apple, applesauce and apple juice. Which will leave you feeling full the longest? The apple, because it takes longer for your body to break down."

So while smoothies in themselves aren't more nutritious than the whole foods, they can be a good way to eat some greens you otherwise wouldn't enjoy. Jeannie Groskreutz is a Coulee Region woman who swears by her morning smoothie. Many of the recipes she uses call for a handful of kale or spinach and maybe some avocado along with the fruits and dairy products. Though it may sound like an awful combination, Groskreutz says it's actually very good. "You cannot taste the greens or the avocado," she says. "It makes it easy to play with the ingredients and end up with something you enjoy."

Groskreutz makes her smoothies with the Cuisinart she's had for many years, but says she bought a NutriBullet for her daughter at college who has limited storage space.

Bottom line on the latest in smoothie makers: They'll be worth your counter space if you use them at least three times a week.

Get in the habit

Kirk Schreiner, a sales associate at Macy's, advises people considering new appliances to consider whether it fits their needs. Do you have the space? Does it duplicate something you already have? If you do go ahead with the purchase, Schreiner recommends "inconveniencing" yourself with it for a month or more. "Leave it on the counter for at least one month. That way, you'll give yourself a

good opportunity to get in the habit of using your new appliance and making it worthwhile.”

And it's good to remember that the most-used kitchen gadgets aren't necessarily the high-tech ones. A query on Facebook resulted in responses from people who wouldn't give up their salad spinners, garlic presses and even egg slicers (a great way to slice bananas and other foods into toddler-sized pieces). It's whatever makes *your* life easier that counts. **(crw)**

JEANNIE GROSKUETZ'S MORNING SMOOTHIE

Serves 2 (8 oz. each).

- 1 banana
- ½ cup berries (if you use frozen, you won't need ice)
- 1 handful spinach, rinsed and tough stems removed
- 10 oz. milk, coconut milk, almond milk or soy milk
- ½ avocado (this makes you feel full longer)
- 1 scoop protein powder (such as whey)
- 2 tsp apple cider vinegar (optional—many diabetics find this helpful for maintaining glucose levels)

Put all the ingredients in your NutriBullet, Ninja or other favorite blender and whirl until smooth.

270 calories, 9g fat, 100mg sodium, 6g fiber, 34g carbohydrate, 17g protein.

AFFOGATO AL CAFFE

Serves 4.

- 1 pint vanilla ice cream
- ¼ cup strong Keurig-brewed coffee (try a flavored coffee, such as caramel)
- 1 oz. Frangelico or other hazelnut liquor
- 4 shortbread cookies

Divide ice cream into four tumblers. Pour coffee and liqueur over the ice cream in each glass. Serve with cookies, for dipping.

200 calories, 9g fat, 90mg sodium, 0g fiber, 24g carbohydrate, 3g protein.

BRADFORD'S REVENGE

Serves 1.

- 1 oz. dark rum
- 8 oz. cola, made in a Soda Stream with one or two pumps of carbonation
- 1 oz. Baileys Irish Cream

In a tall glass, pour the rum and the cola, and then add Baileys little by little, mixing constantly. The mixture will fizz very vigorously and may curdle slightly. When well frothed and creamy, eat with a spoon.

220 calories, 4.5g fat, 10mg sodium, 0g fiber, 7g carbohydrate, 0g protein.

Julie Nelson is always amazed at how much time her husband can spend in a kitchen store, but admits waking up to fresh bread from the bread machine makes it all worthwhile.



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Page 35: **Mandy Roush**, owner of **Root Down Yoga** in La Crosse, demonstrates the easier side of performance wear—an everyday look for an active lifestyle.

PrAna W's Quinn dress, \$67.95; PrAna Madison scarf, \$23.95, both from **Three Rivers Outdoors, downtown La Crosse**

Top: **Heather Black**, co-owner of **The Pilates Studio** in Onalaska, shows just how hard-core and hard-performing performance wear can be. This Lycra ensemble accommodates every move, no matter how challenging.

Zoot tank top, \$54.99; Lycra Brand capris, \$64.99, both from **River Trails Cycles, Holmen Square Mall**



Bottom: **Heather Froh**, co-owner of **The Pilates Studio** in Onalaska, proves that pretty is no pushover. This combo is casual enough for lifestyle wear, yet functional enough for a workout.

Style & Co. Sport sweatshirt, \$49.00; Style & Co. Sport top, \$29.50; Style & Co. capris, \$39.00; GUESS sneakers, \$49.00; Luck Brand necklace, \$35.00, all from **Macy's, Valley View Mall**

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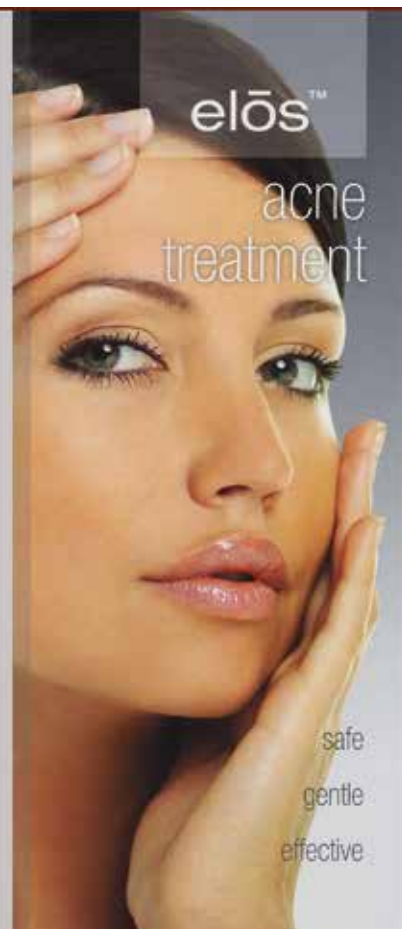
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Beauty Goes High-tech

It's never been easier to look radiant with today's high-tech beauty treatments.

BY KIM SEIDEL
Contributed photos

It's a new age of beauty with a stunning array of youth-enhancing treatments made possible by technology. "It's proving to be a real game-changer for modern women," says Stephanie Andresen-Stevens, owner of Brilliant Bodywork in Onalaska. "Treatments that boast of great results in the past meant a lot of downtime. With the new technologies available, we are able to get amazing results with minimal loss of time from work or social life."

From chemical peels to laser treatments, a woman's appearance can be dramatically improved to boost her self-confidence. Skin rejuvenation, hair removal and body shaping may have never been easier, less painful and more affordable than they are today. Fewer appointments are required to achieve the desired age-defying results.

Along with high standards of professionalism and training, staff at Brilliant Bodywork listen to their clients' concerns to understand what's important to them about undergoing beauty treatments.

"We pride ourselves in providing compassionate, affordable and accessible care," Andresen-Stevens says. "We provide superior treatment options with state-of-the-art equipment and top-notch medical supervision. Brilliant Bodywork also has one of the area's only certified laser technicians performing all advanced services."

Less pain, more gain

Another expert in the beauty industry, Bonnie Paul, owner of Forever Young Skincare Clinic in Onalaska, has also seen major improvements to high-tech beautifying treatments that can reinvigorate a woman's appearance more comfortably. "When laser hair removal first came out, the treatments were very uncomfortable, very hot," Paul explains. "There were no cooling elements on the laser machines. Ice packs were needed to cool the skin after treatment."

Today with advanced technology, Paul says, the machines have a cooling system that makes the treatments less painful with alluring, youth-enhancing results.

Another example of improved technology at Forever Young Skincare is the Icon by Palomar. It has a melanin reader, which enables Paul to treat darker skin safely without burning the client.

"Before it was very tricky to treat darker-skinned people; now it is no problem with our newest machine," Paul says. "We have always stayed current with new technology."

Yet another high-tech offering at Forever Young Skincare is CoolSculpting from ZELTIQ, a fat-freezing technique that can improve your body shape without surgery.

"By freezing the fat, the fat leaves your body, and two months later, you are noticeably thinner with less downtime," says Paul, adding that CoolSculpting costs less than liposuction.

Still an investment

While technology has created beauty treatments that are more affordable in time and money, women still need to carefully make decisions about the advanced therapies they choose. These options, though cheaper than previous days, definitely remain "an investment," Andresen-Stevens points out.

"It is important to have a proper consultation prior to your treatment to address any potential side effects," Andresen-Stevens says. "It's also vital to discuss what your expectations are to best ensure a safe and effective treatment." **(crw)**

Kim Seidel is a freelance writer in Onalaska, specializing in writing about parenting and health.



Bonnie Paul, owner of Forever Young Skincare Clinic



Stephanie Andresen-Stevens, owner of Brilliant Bodywork



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River Trail Cycles Moves to New Home

River Trail Cycles, currently located in the Holmen Square Mall, will be moving to Onalaska on September 22. Their new building will be located on the corner of Mason Street and Hwy 35, near the YMCA. The new location will be nearly twice the size and will allow for more products on the sales floor in addition to some much-needed storage space for new and used bikes and bike-in for repair services. The new location will also allow for additional new products, such as apparel, swimwear and swimming accessories. Visit our website for updates: www.rivertrailcycles.com.



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WEEKEND IN THE WINDY CITY

For big-city style and entertainment, Chicago is your kind of town.

BY CHARISH BADZINSKI

Photos by Charish Badzinski and Nora Aune

When the big-city itch hits, and the quest for all the perks that come with it won't go unanswered—the food, the energy, the nightlife and the museums—answering Chicago's siren song is an easy decision. Pile in the car right after work in the Coulee Region on a Friday, and in about 4½ hours, the city skyline will be rising before you.

Friday, 9 p.m.

For ease and accessibility, you've wisely booked a hotel near Chicago's world-famous shopping mecca: The Magnificent Mile. Simply check in, clean up and change, because you're heading out for some authentic Chicago Blues.

10:30 p.m.

It may seem like a late start to the night, but Chicago's blues

clubs are just getting strumming. On weekends, Kingston Mines (kingstonmines.com) stays open until about 4 or 5 a.m. The club has two stages in two different rooms, and performers switch back and forth throughout the night, so the audience enjoys music that almost never stops. Grab a seat quickly during the room switch, or you might end up dancing through the next set or searching for a square of floor space. Food is served late, and the drink prices are a welcome relief from the Michigan Avenue markup. Club entry is reasonably priced with discounts for students and service members.

Saturday, 8 a.m.

Get an early jump on the day at Oprah's favorite place for breakfast: Wishbone (wishbonechicago.com). The reasonably priced menu has a southern influence. Order up the corn cakes or jambalaya omelet, and you'll be able to push through the demands of hours of shopping.



10 a.m.

With your belly full of goodness, head to The Magnificent Mile (themagnificentmile.com). Pace yourself and bring your plastic; Michigan Avenue is home to everything from high-end fashion to housewares, and only the truly strong can resist its charms. When your feet or credit cards cry “uncle!” grab some lunch at one of the many restaurants along the avenue, or seek out a classic (and affordable) Chicago dog. Cop a squat and people-watch as you nibble the mustard, onion, relish, peppers, celery salt, tomatoes and dill pickle-bedazzled dog on a sesame seed bun. In an instant, you’ll understand why it’s a local favorite.

2 p.m.

Chicago has loads of choices for those who love museums, but when the urge for art strikes, the Art Institute of Chicago (artic.edu) is the place to go. You’ll see original paintings by the bigwigs of Impressionism (like Monet) and Cubism (like Picasso), and on a hot summer’s day, the air conditioning and a break from the radiating concrete is a real treat. If you have kids in tow, you may want to check out the offerings at Museum Campus, but for many families, the Art Institute is a must-see.

4:30 p.m.

You want awesome Chicago deep dish and a pitcher? You’d best be prepared to wait for it. Nestle into a marked-up booth at Gino’s East Pizza (ginoseast.com) and come prepared to blissfully wait for an hour or so for your pie. Bring markers, pens or white correction fluid; most locations allow you to leave your graffiti on their walls, tables, light fixtures ... you name it. Seek out the nearest location to you, and be prepared to stand outside, in line behind other hungry pizza lovers. Between the wait for the pie and the wait in line, this is a time commitment, but the steaming slice is worth waiting for.

7 p.m.

With its carnival-like atmosphere, breathtaking views of the city—particularly at night—live music, boardwalk bars and kitschy tourist shops, you simply have to hit up Navy Pier (navypier.com). Shuttles from downtown make it easy to bypass the parking mess you might otherwise encounter. Take a boat ride, if the mood strikes you, or just stroll the pier and enjoy the lights, the

summer fireworks, the Ferris wheel and the people watching.

11 p.m.

Catch the late show at The Second City improv theater (secondcity.com), which has been a training ground for comedic greats like John Belushi, Dan Aykroyd, George Wendt, Amy Sedaris and Tina Fey. Who knows? When you go, you may see the next big thing. Performances do sell out, so buy tickets in advance. Some shows have an extra dose of improv with audience involvement—it’s good fun watching the actors hone their craft, especially when you’re feeding them material.

Sunday, 10 a.m.

Enjoy an elegant brunch on the 95th floor of the John Hancock Center, at the Signature Room (signatureroom.com). The view alone is priceless, and the food is suitably decadent, so it’s worth the splurge. Make reservations in advance.

If the Signature Room is too fancy for your taste, grab a bagel and check out Chicago’s Segway tour options (chicagosegwaytour.com). It’s fun, and it’s a great way to see the city while saving your feet. Tours run about 2 hours.

12 p.m.

Get great views and a side of Chicago history from the Sears Tower Skydeck (theskydeck.com), the tallest building in the western hemisphere. There are often lines, but be patient. Your moment will come, and once you’re on the Skydeck, you can linger as long as you like. Be sure to check out the toe-tingling plexi platform.

2 p.m.

For the last few hours of your weekend getaway, head to Millennium Park (cityofchicago.org/city/en/depts/dca/supp_info/millennium_park.html), where you’ll find an amalgam of art, architecture, park space, performance venue and splashing pools, all in the heart of the city. From Cloud Gate, the giant reflective bean, to the eerie screens with faces in Crown Fountain, to the impressive amphitheater, a sunny afternoon spent here will be well spent, and it will relax you before the trip home.

Charish Badzinski lived in the Greater Chicago area as a child, and she is delighted she still has family there, as it gives her an excuse to visit regularly. She’s overdue for a return trip, and this article inspired her to plan her next adventure.

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COMMUNITY CALENDAR

ONGOING EVENTS

American Association of University Women (AAUW) 2nd Sat. of each month (Sept.-May), 9:30 a.m., 608-788-7439, aauw-wi.org.

Business Over Breakfast La Crosse Area Chamber of Commerce, 4th Wed. every month, 7:30-8:45 a.m. Preregister 608-784-4807, lacrossechamber.com.

Children's Museum of La Crosse weekly programming:
Save-On-Sundays \$1.00 off admission every Sun., noon to 5 p.m.
Mt. LeKid Climbing Wall open every Sat. 11 a.m.-4 p.m. and Sun. 12-4 p.m.
Wee Move for ages 1-7 with adult, every Fri., 10:30 a.m.
Little Learners for ages 1-7 with adult, every Thurs., 10:30 a.m. Museum closed July 4
Coulee Region Professional Women (CRPW) 4th Tues. of each month, Nell's City Grill, 1111 3rd St. S., La Crosse, 5:30 p.m., judy.mills@wibuildingsupply.com.
La Crosse Area Chamber of Commerce monthly breakfast meeting. 2nd Mon. of each month, 7 a.m., Radisson. Admission is \$5 and includes breakfast. lacrossechamber.com.
La Crosse Toastmasters Club 2nd and 4th Tuesday of each month, 7 p.m., Gundersen Health System Urgent Care Bldg., Basement, 1830 S. Ave., La Crosse.
NAMI Family Support Group 2nd Mon. of each month, 6:30 p.m., South Side Neighborhood Center, 1300 S. 6th St., La Crosse.
Onalaska Area Business Association 2nd Tues. of each month, noon-1 p.m. at the La Crosse Country Club, oaba.info.
Onalaska Hilltopper Rotary every Wed. noon-1 p.m., La Crosse Country Club, Onalaska.
Onalaska Rotary every Mon. at 6 p.m., lower level of Blue Moon, Onalaska.
Onalaska Toastmasters Club 1st and 3rd Mon. of each month, noon-1 p.m., Globe University, Onalaska.
Valley View Kiddie Crew 1st and 3rd Tues. of each month, Valley View Mall Food Court, 10:30-11:30 a.m., myvalleyview.com.
Viroqua Toastmasters Club 2nd and 4th Thurs. of each month, 7-8:30 p.m., Vernon Memorial Hospital, Taylor Conf. Rm., Lower Level, Viroqua.
Women in Networking and Support (WINS) 2nd Wed. of each month, Howie's, noon-1 p.m., Shari Hopkins, 608-784-3904, shopkins@couleebank.net.
Women of Worth (WOW) last Wed. of each month, Boot Hill Pub, noon. Debbie Lee, 608-784-2775, debbie.lee@westlandinsurance.com.
Women's Alliance of La Crosse (WAL) 2nd Thurs. of each month, noon, The Waterfront Restaurant, Kendra Brown, kendra@dmharrislaw.com.

CALENDAR EVENTS

July 29-Sept. 20, Back to School Celebration, Valley View Mall, myvalleyview.com.
Aug. 2-Sept. 13, Thrill of the Find Digital Contest, Valley View Mall, myvalleyview.com.
Aug. 8, YWCA Celebrity Pie Auction, 6 p.m., The Freight House, ywcalax.org.
Aug. 9, An Evening in Monte Carlo, hosted by Family & Children's Center, 6:30 p.m., Cargill Room, The Waterfront Restaurant, La Crosse, fcconline.org.
Aug. 9-11, Irishfest, Southside Oktoberfest Grounds, La Crosse.
Aug. 10, Ride for Sight, 7:30 a.m.-2 p.m., La Crosse River State Trail Parking Lot, County Hwy B., La Crosse.
Aug. 10, Three Rivers Roleo Log Rolling Tournament, Great River Landing, Onalaska, 608-769-3583 or katherinerick@gmail.com.
Aug. 10, Back to School Block Party, 10 a.m.-4 p.m., Fashion Shows 10 a.m.-12:30 p.m., Valley View Mall,

myvalleyview.com.

Aug. 10, Wellnessfest 2013, 9 a.m.-1 p.m., La Crosse Center, 608-775-3885 or slschert@gundluth.org.
Aug. 10, Young Eagles EAA Free Airplane Rides, 10 a.m.-12 p.m., La Crosse Airport, www.young eagles.org.
Aug. 16-18, Kornfest, Village Park, Holmen.
Aug. 23-25, Great River Folk Festival, UW-La Crosse.
Aug. 24, French Island Lions Club 5K Fun Run/Walk, 8 a.m., registration at Campbell Community Center, 608-782-3092 or hanson4@centurytel.net.
Aug. 24, Uff Da Open, 10 a.m., Snowflake Golf Course, Westby, 608-452-3424.
Aug. 29-Sept. 1, Sesame Street Live, 10:30 a.m. & 2 p.m. Sat., 2 p.m. Sun., La Crosse Center.
Aug. 30-Sept. 2, La Crosse Area Labor Day Weekend Bicycle Festival, Cameron Park, Downtown La Crosse, bicyclelacrosse.com.
Aug. 30-Sept. 2, Fall Car Show, Valley View Mall, myvalleyview.com.
Aug. 30, John Gorka, 7:30 p.m., Pump House, La Crosse, thepumphouse.org.
Sept. 6-7, La Crosse Storytelling Festival, Myrick Park, La Crosse, lacrossestoryfest.com.
Sept. 6-8, Elvis Explosion, Fri. 7 p.m., Sat. 2:30 p.m. and 7 p.m., finals Sun. 1 p.m., La Crosse Center.
Sept. 6-22, Noises Off, 7:30 p.m. Fri. & Sat., 2 p.m. Sun., La Crosse Community Theatre, Weber Center for the Performing Arts, La Crosse, lacrossecommunitytheatre.org.
Sept. 7, Family Art Day, 10 a.m.-3 p.m., Lake Park, Winona.
Sept. 7, Steppin' Out in Pink, 9 a.m.-1 p.m., Gundersen Lutheran La Crosse Campus, gundluth.org/steppinout.
Sept. 7-8, Little Shop of Horrors, 7:30 p.m. Sat., 2 p.m. Sun., Toland Theatre, UW-La Crosse.
Sept. 7-8, Made in WI Show, Center Court, Valley View Mall, myvalleyview.com.
Sept. 13-15, Gingerbread Arts & Crafts Show, Valley View Mall, myvalleyview.com.
Sept. 14, Fall Festival on the Farm, 4-8 p.m., Deep Roots Community Farm, fundraiser for Grow Your Brain, growyourbrainlax.org.
Sept. 14, Young Eagle Free Airplane Rides, 10 a.m.-12 p.m., La Crosse Airport, youngeagles.org.
Sept. 15, Tri-Quest, 8 a.m., Children's Museum Benefit, Drugan's Castle Mound, Holmen.
Sept. 17, NAMI meeting, guest speaker Lisa Luckey, Teen Center Director, La Crosse Area Family YMCA, 7 p.m., First Congregational Church, Losey and Main, La Crosse.
Sept. 19-22, Applefest, La Crescent, MN.
Sept. 21, Local Lupus Alliance-Goose Bumps 6-Hour Run/Walk, 10 a.m.-4 p.m., Goose Island Park, 608-790-4760.
Sept. 22, The Wedding Event by Charlotte's Bridal, 11 a.m.-3 p.m., Omni Center, Onalaska.
Sept. 27-Oct. 5, Oktoberfest, La Crosse.
Sept. 27-Oct. 6, Our Town, La Crosse Community Theatre, Weber Center for the Performing Arts, La Crosse, lacrossecommunitytheatre.org.
Sept. 28, Maple Leaf Parade, 10 a.m., Downtown La Crosse.
Sept. 28, 2013 Walk to End Alzheimer's, 10 a.m., Jaycee Shelter, Lake Park Complex, Winona, 507-289-3950 or daddyy@alz.org
Sept. 29-30, Hickory Wind Farm open house, 10 a.m.-4 p.m., Bangor, hickorywindfarm.com.
Oct. 1, Oktoberfest Ladies Day Luncheon in the Community, 11 a.m.-2 p.m., Western Technical College Lunda Center. Advance tickets available only until Sept. 23, 608-784-3378.

If your organization would like to be included in our Community Calendar, please contact us at editor@crvmagazine.com or call 608-783-5395.



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