



Coulee Region **Women**

AREA HEALTHY LIVING MAGAZINE

Reflections

NANCY GERRARD

Reflects on Family Rituals

15

New Family Traditions

**CORNERSTONES OF
DOWNTOWN LA CROSSE**

Church Basement Secrets

YOGA

Beat the Behind-the-Desk Blues

Complimentary

DECEMBER/JANUARY 2011

www.crwmagazine.com



FEIST DENTAL

"...I drive from Iowa to see Dr. Jon...I am a better wife and mother now that my headaches are gone - thanks Doc"

Kristen

How can my teeth cause pain in my jaw joint?

Each jaw joint is like a ball and socket. When this joint functions properly, a thin cartilage disc moves smoothly between the ball and socket. This thin disc acts like a cushion allowing the TMJ joint to move smoothly. Each disc is held in place and guided by a muscle. If your bite is not right, the joint is actually pulled out of alignment and usually the disc is pulled forward. Since the disc is no longer acting like a cushion, the joint itself now rubs against the bony socket. Mild displacement causes popping/clicking noises in the joint and more severe displacement causes pain and eventual permanent damage to the joint.

So an unstable bite can cause jaw joint displacement, muscle strain and pain. When the jaw joint is displaced for an extended time, the body begins to compensate and adapt by involving the muscles of the neck, back, and often the arms, pelvis, and legs.

What treatment is available?

Every person has a unique jaw and muscle physiology and treatment varies since it involves the teeth, muscles and jaw joints but usually treatment involves several phases. The immediate primary goal is to relieve the muscle spasm and pain. Secondly, Dr Jon must correct the way your teeth fit together so a precision appliance (known as an orthotic) is worn over the teeth until the bite is stabilized.

Since most pain comes from injured or unhealthy muscles, muscle function normalization greatly reduces pain. When the rest position is correctly identified, appliance therapy can rapidly reduce the TMJ symptoms.

When your bite is stable, the teeth, muscles and joints all work together without any strain. The orthotic then becomes the guide for permanent stabilization procedures which can include orthodontics (braces) or prosthetic dentistry (crowns and bridges).

www.feistdental.com



Dr. Jon Feist
608.788.3384
1.877.788.3385
831 Critter Court
Onalaska, WI 54650



THE CARE YOU DESERVE!

style. your way.

gap

justice

kay jewelers

winslow's
hallmark

bath & body
works



3800 State Road 16
La Crosse, WI 54601
608.781.4700
myvalleyview.com
A Pennsylvania Real Estate
Investment Trust* Property



Delivering a personalized, safe birthing experience

The parents of the more than 1,500 babies born at Gundersen Lutheran each year know that we offer:

- Prenatal care and delivery by an obstetrician, midwife or family doctor
- A family-centered experience with individual attention from caring staff
- Services such as massage and water births
- Soothing birthing suites with music and whirlpools
- The peace of mind knowing there's a state-of-the-art Neonatal Intensive Care unit just steps away

Whether you're pregnant now or just talking about starting your family, you'll also find related care such as fertility services, genetic counseling, prenatal care coordination, perinatologists specializing in high-risk pregnancies and neonatologists for new babies who need special care.

To learn more go to gundluth.org/nlfc or call (608) 782-7300, ext. 53167 or (800) 362-9567, ext. 53167.

**Gundersen
Lutheran®**
A Personal Relationship
with Medical Excellence

CONTENTS

DECEMBER/JANUARY 2011

PROFILE

- 11 A LEGACY OF LOVE**
Nancy Gerrard celebrates tradition in her family, business and community.
by **SUSAN C. SCHUYLER**

FAMILY

- 14 15 NEW FAMILY TRADITIONS**
For holidays or any day, fun traditions bring families together.
by **COULEE REGION WOMEN**

DESIGNING WOMEN

- 16 LOG ON TO A BLOG**
Women of all ages connect via blogs.
by **MARY MALAHY**

CAREERS

- 19 CORNERSTONES OF DOWNTOWN LA CROSSE**
Three women retailers have stood the test of time on La Crosse's historic streets.
by **JULIE NELSON**

MAKEOVER

- 24 LOVE THE SKIN YOU'RE IN**
Two area clinics offer beauty boosts through skin care and much more.
by **JESSIE FOSS**

HEALTHY LIVING

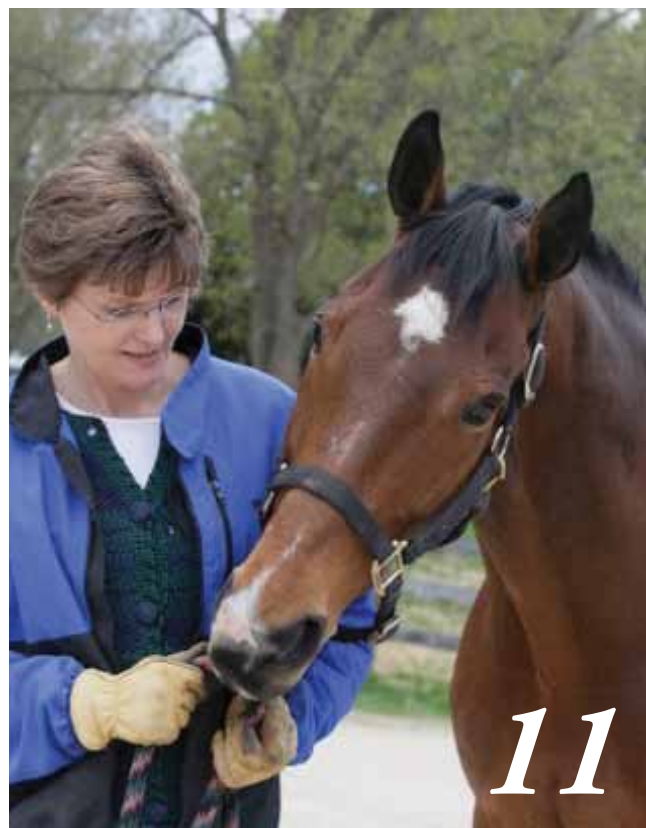
- 26 EVERYDAY YOGA**
Yoga positions relieve desk-job stress.
by **KRISTY WALZ**

RETAIL THERAPY

- 29 BLING**
...is the thing this holiday season.
by **AMY BATTERAM**

HOME

- 32 A FIELD OF DREAMS COME TRUE**
Tim and Melissa Holtan's home embraces family and a love of life.
by **MAURA HENN**



Reflections

FOOD/TRAVEL

- 35 LA DOLCEVITA**
Sample the sweet life in coastal Italy.
by **CHARISH BADZINSKI**

NONPROFIT

- 38 CHURCH BASEMENT SECRETS**
Area "church ladies" keep traditions rolling and serve their communities.
by **LEAH CALL**

HERSTORY

- 40 CELEBRATING A CENTURY**
Edna Athnos is the model of a life well-lived.
by **CLAIRE RISTOW-SEIB**

WOMEN IN THE REGION

- 43 SOMETHING OLD, SOMETHING NEW**
A mutual respect of culture and roots seals a Pakistani marriage.
by **BETTY CHRISTIANSEN**

PICTURED ON THE COVER AND ABOVE:

Nancy Gerrard, Gerrard-Hoeschler Realtors.
Cover photo by Janet Mootz Photography.
Hair and makeup by Beautiful Reflections
Other photo credits: Cynthia Fleishman, above; Janet Mootz, p. 11 and p. 12, left; Bruce Defries, p. 24, right.

IN EVERY ISSUE:

FROM THE EDITOR **7** | IN THE KNOW **9** | ACCOMPLISHMENTS **42**
ADVERTISER INDEX **46** | COMMUNITY CALENDAR **46**



The Team to Watch • Weeknights

**Our Community.
Your Station.
News 8**



wkbt.com



Weekday Mornings

Coulee Region Women

AREA HOME AND HEALTHY LIVING MAGAZINE

ISSUE 53, VOLUME 9, NUMBER 5
DECEMBER/JANUARY 2011

PUBLISHER
Diane Raaum

EDITOR
Betty Christiansen

DESIGNER
Renee Chrz, Innovative Graphics, LLC

MARKETING ACCOUNT REPRESENTATIVES

Carol Schank, Director
Sandra Clark
Claire Ristow-Seib

WEB MASTER
MaderWeb Design LLC

PROOFREADING
Mary Malahy

PHOTOGRAPHY
Janet Mootz

DISTRIBUTION
Citywide Marketing Services, L.L.C.

Coulee Region Women is published six times per year by Coulee Region Communications, L.L.C.
816 2nd Avenue S., Suite 600, Onalaska, WI 54650.
Subscriptions available for \$17.95 per year (six issues).

Send check to the address above.
All unsolicited manuscripts must be accompanied by a self-addressed, stamped envelope.
Coulee Region Women assumes no responsibility for unsolicited materials.

©2011 Coulee Region Communications, L.L.C.
All rights reserved. No part of this publication may be reproduced without written permission from the publisher.
Coulee Region Women magazine does not necessarily endorse the claims or contents of advertising or editorial materials.
Printed at Crescent Printing Company, Onalaska, WI.
Printed in the U.S.A.

For advertising information
call 608-783-5395

www.crwmagazine.com
info@crwmagazine.com

WE WANT TO HEAR FROM YOU!

Send comments, suggestions, ideas or original recipes to: Coulee Region Women
Editor, 816 2nd Ave. S., Suite 600, Onalaska, WI 54650.
E-mail: editor@crwmagazine.com

Coulee Region Women is now on !
Be sure to sign up as a fan at www.crwmagazine.com to share your thoughts on our stories and learn more about upcoming events.



The editor's memorable great-aunt, Viola Hagen, and her husband, Curtis.

Every morning, when I make my bed, I top it with a handmade quilt. Its squares were hand-pieced by my great-grandmother, Myrtle Christiansen, and her daughter, my great-aunt Viola. The colorful calico and flour-sack motifs make up an Orange Peel pattern, and they remind me every morning of these women. I don't remember Great-Grandma that well—she died when I was small—but I'll never forget Viola.

Viola was an old coot. In her younger years, she was a beauty—a slender, classy woman who dressed stylishly and lived well. She flew first class and brought home souvenirs from exotic places—Brazil, Las Vegas. But then her beloved husband died, and things went downhill.

The Viola I knew as a girl was a smoking, cussing curmudgeon, large and shapeless, given to frizzy perms and polyester pantsuits. She lived in a flamingo-pink trailer with a Chihuahua named Dumpy, and they both hated kids. Still, she had a certain respect for my sisters and me. She could tell we “had our heads screwed on straight,” getting good grades and taking up the pastimes she herself loved: knitting, crocheting, baking and quilting.

We willingly—if not eagerly—tagged along to her trailer for Thanksgiving and Easter dinners, an occasional Saturday night or Sunday afternoon. We quietly amused ourselves with puzzles or craft projects; on one unforgettable December day, she pulled out potatoes and pans and taught us the art of lefse making. Maybe it was then that we realized there was more to Viola than we thought, and she realized there was more to us. Maybe that was when we really began to love this cussing old woman whom, frankly, we'd been afraid of till now.

Viola died in 1996, but not before she had a chance to see the quilts my sister had sewn together from those Orange Peel squares that Viola and Great-Grandma pieced together by the dozens before abandoning for decades. The squares yielded four quilts in all—one for each of us girls, treasures from a crazy lady of many talents who taught us, above all, not to be afraid to speak our own minds.

This issue of *Coulee Region Women* invites you to reflect—on family traditions, on unforgettable women and even on your own self-image. You'll observe another culture's traditions with an invitation to a Pakistani wedding, and celebrate some traditions unique to your own—including pie baking and, yes, lefse making—as we peek behind church basement doors.

Most of all, as the holidays arrive and we anticipate a new year, let's reflect on those close to us and the memories and traditions that bind us all together. These build the stories that outlast us all.

Betty

When I don't feel well, I want to get better fast.
You might be surprised to learn where my mom takes me.

Seeing patients now.

Open Monday through Friday 10 a.m. to 8 p.m.
Saturday and Sunday 10 a.m. to 6 p.m.

Most services: \$45



The newest offering in healthcare...

fast, affordable access to those services you need most often, such as strep tests, earaches, sinus infections, bladder infections, minor injuries and immunizations.

No need to be a Franciscan Skemp patient...

we'll process your insurance or you can pay in cash if you prefer.

In and out... so convenient!

*A complete list of services is available on franciscanskemp.org,
or watch our video on YouTube.*

The Clinic
at **Walmart** 

Operated by:

Franciscan Skemp

4622 Mormon Coulee Rd • La Crosse



BEYOND THE PINK RIBBON

You can help fight breast cancer by joining the Wisconsin Breast Cancer Coalition. This is a grassroots organization of legislative advocates that encourages people to contact elected officials whenever an issue relating to breast cancer arises.

"Our goal is to influence policy, train advocates, secure funding and in the end eradicate this disease," says member Mary Sacia. "The group hopes to stop breast cancer by 2020."

Sacia says the group is a call to action, but it is not a huge time commitment. People can simply sign up to receive e-mail alerts from the group whenever an issue regarding breast cancer comes up. The e-mail explains the issue and tells members how to contact the appropriate legislator.

Members participate in education and state lobby day meetings with legislators in Madison to make sure their concerns are expressed. Because the Wisconsin Breast Cancer Coalition is part of the National Coalition, members also can spend a day in Washington, D.C., taking breast cancer issues to national representatives.

Visit the group's website at www.standupandspeakout.org or contact Sacia at 608-780-2347 for more information. The group will hold a training session called "Beyond the Pink Ribbon" in La Crosse in the end of March.

BEAT THE WINTER BLUES AT LCT



The La Crosse Community Theatre has a busy winter ahead. Check out their holiday play, *It's a Wonderful Life: A Live Radio Play*, Dec. 10-19. From Jan. 28-Feb. 13, catch the theater's production of *Almost, Maine*. The plays start at 7:30 p.m. Thursdays, Fridays and Saturdays and at 2 p.m. on Sundays.

Tickets will be \$22 for adults and \$10 for military members. Students can buy any unsold tickets for \$10 starting an hour before the show. Children's tickets for *It's a Wonderful Life: A Live Radio Play* are \$5 with the purchase of two adult tickets or the use of two season tickets.

SISTERS WHO SHAPED AMERICA

Visit the National Mississippi River Museum and Aquarium in Dubuque, Iowa, from Feb. 18-May 22 to get a glimpse of the women who shaped our nation. "Women & Spirit: Catholic Sisters in America" is a project of the Leadership Conference of Women Religious. The exhibit will feature artifacts, multimedia presentations, vivid first-person accounts, photographs and inspiring stories of influential Catholic women, including La Crosse's own Franciscan Sisters of Perpetual Adoration.

The exhibit also honors women who nursed Civil War soldiers; Mother Alfried Moes, who led to the founding of the Mayo Clinic; and Sister Ignatia Gavin, who helped start Alcoholics Anonymous. Learn how Catholic women have impacted history from the Civil War through Hurricane Katrina. Visit www.mississippirivermuseum.com for ticket information.



CHRISTMAS TRADITIONS AT NORSKEDALEN

Kick off your holiday season with an old-fashioned Christmas celebration at Norskedalen Nature and Heritage Center. Enjoy traditional Christmas activities with your friends and family on Dec. 4 and 5 from 10 a.m. to 4 p.m. Norskedalen is located just off La Crosse County Road PI, 3 miles north of Coon Valley.

The event will feature horse-drawn wagon rides, Christmas caroling, Christmas crafts, visits with Santa, entertainment, holiday food, snowshoeing and winter fun. You can purchase Christmas trees, Christmas gifts and locally made lefse. New this year will be a yule log hunt complete with prizes.

If you can't make it to the Christmas weekend, visit Norskedalen Monday through Friday from 8 a.m. to 4 p.m. During the month of December, the center will also be open on Sundays from noon to 4 p.m. Admission is \$6 for adults, \$3 for school-aged children and \$15 for families; members complimentary. Call 608-452-3424 for more information or visit www.norskedalen.org.

Do you have lumps, bumps and bulges you just haven't been able to get rid of?

ZELTIQ™ permanently
& safely "freezes away" fat

Now you can easily get rid of
back fat, love handles, post-
pregnancy pooch or a muffin top
with *CoolSculpting* from ZELTIQ™
— a revolutionary procedure
that uses a precisely controlled
cooling method called "cryoli-
polysis" to target, cool, and
eliminate fat cells without
damage to neighboring cells.

Call today for an appointment.

ZELTIQ™ (FDA approved) —
featured on **Good Morning
America, Extra, The Rachel
Ray Show, Entertainment
Tonight...**and in **O** magazine



before



after



New!

forever young
SKINCARE CLINIC™

website foreveryoungsc.com

appointments (608) 787.6855

Midwest Prairie Business Center • 2845 Midwest Drive, Suite 102 • Onalaska, WI 54650 by Manny's Restaurant (west of Home Depot)



www.janetmootz.com



janet
Mootz
photography

507.895.6578



A LEGACY OF LOVE

Nancy Gerrard celebrates tradition in her family, business and community.

by **SUSAN C. SCHUYLER**
CONTRIBUTED PHOTOS

Nancy Gerrard flips to the back of *Where Three Rivers Meet: A Pictorial History of La Crosse*, where she has jotted down a list of the pages with photos of her illustrious ancestors. “There are tons of photos of my family in here,” she says.

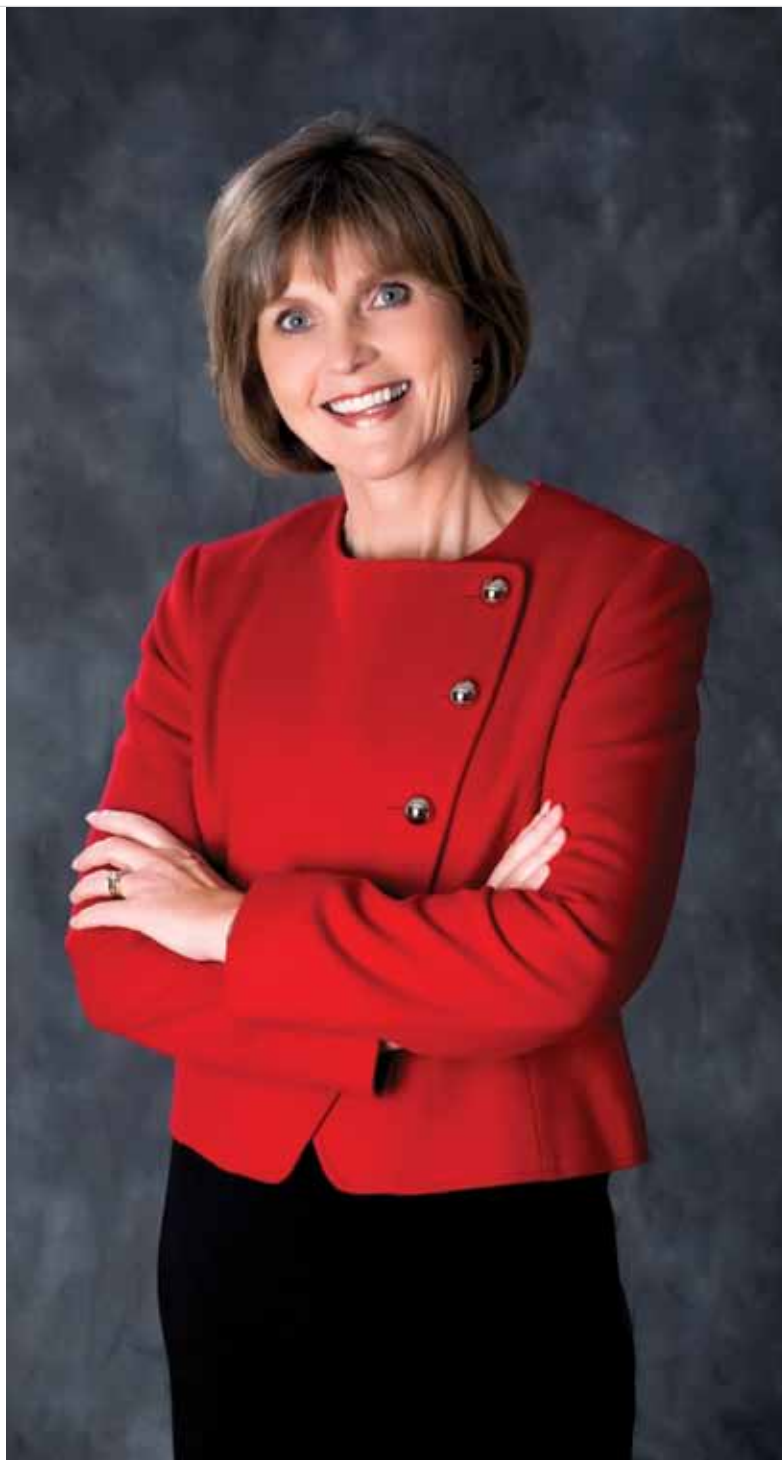
The photos’ captions include familiar names that frequently appear on buildings and monuments around the Coulee Region: Funk, Hyde, Murphy. These are the names behind the businesses—stone quarries, candy factories and rubber mills—that literally and figuratively built La Crosse.

Gerrard continues to build that tradition; her own name is everywhere in La Crosse. It’s hard to travel even a block in the Coulee Region without seeing a cheerful yellow-and-green “Gerrard-Hoeschler” sign, advertising the real estate company she has owned since 1991 with Jay Hoeschler. Both names hark back to another venerable La Crosse tradition, which Nancy and Jay carry forward from their fathers, Bill Gerrard and Jake Hoeschler. Only 32 when she took over the family business, the merger Gerrard orchestrated with Jay Hoeschler brought together two longtime rivals and created one of the area’s most successful real estate companies.

Family first

Although she is proud of her business, she is eager to talk about her family traditions that are less public and more cherished—especially this time of year. Research suggests that holiday traditions unify a family, like threads that keep the family fabric intact. “Rituals that are most meaningful are those that are unique to each individual family,” says psychologist Barbara Fiese in *Psychology Today*.

Gerrard shares many of the holiday rituals she enjoyed as a child with her husband, Rick Staff, and daughters, Anna Smith, 14, and Erin Smith, 16. “Family at Christmastime is really important,” she says. One staple is Christmas Eve dinner at Aunt Sally’s, which



Nancy Gerrard, co-owner of Gerrard-Hoeschler, is more than a savvy businesswoman. Her own family and the entire La Crosse community benefit from her commitment.

Gerrard enjoyed every year growing up with her parents and five siblings. Although “Aunt Sally” Pearse died two years ago, her son, Dick, continues to host the meal in Aunt Sally’s home, which he purchased after her death.

There are some new and unique traditions, as well. For the



Left: Business is a family tradition for Nancy Gerrard, as she carries on the real estate company her father, Bill Gerrard, began. **Right:** La Crosse Dance Centre's Nutcracker has become a cherished tradition for Gerrard and her daughters, who all have danced in the production. **From left:** Erin Smith, family friend Dan Liska, Gerrard, Anna Smith.

second time, Gerrard and her daughters will share the stage as they perform in the La Crosse Dance Centre's December production of *The Nutcracker Ballet*. During the ballet's party scene, Gerrard, who studied dance for a decade as a girl, has the part of a parent; Erin, who has danced in the ballet for nine years, will dance as the doll; and Anna, also a nine-year veteran, has the part of a toy.

Besides performing with her daughters, Gerrard enjoys watching the show behind the scenes. "It's great seeing different ages of kids work together and not have it be for competition," she says.

Gerrard built another tradition around the ballet's final performance, known as the "After Party." To prepare, she and her family decorate their home, the historic Martindale house in La Crosse, for the occasion. Her husband, Rick, started his own ritual when they moved in five years ago. He ran out on a whim and bought a Christmas tree with lights, which he displayed in the home's distinctive cupola. Gerrard followed suit, decorating the cupola for other holidays—for example, a rummage-sale jack-o-lantern grinned from the cupola at Halloween this year.

Summer camp

For three generations, the women in Gerrard's family have celebrated a summer tradition at WeHaKee Camp for Girls

in Winter, Wis. Gerrard's mother, Nancy Hyde Gerrard, was involved as an adviser with the camp, which Gerrard attended for seven summers. Gerrard's daughters just finished their sixth summer there and are looking forward to going back this year. "It's just delightful," she says. "There are no cell phones, computers or any of that business."

Since 2007, Gerrard has continued her involvement with the camp as a member of its advisory board. WeHaKee had a profound effect on Gerrard's life. "Everything I learned how to do—except for snow skiing—I learned how to do at camp," she says.

Passion to ride

One important thing Gerrard learned at camp was riding a horse, which soon became her passion. However, she admits it took her a while to warm up to the sport. "My first ride, I was scared to death. I told the lady I was sick and had to go back to the cabin," she says. The instructor coaxed her back to the ring, "and I've been riding ever since," she says.

Gerrard rides out her passion nearly every day at Red Horse Heights, a semiprivate stable she owns in La Crosse, where she keeps her four horses and visits four to five times a week to work them. Her stable is the new home to HorseSense for Special Riders, a therapeutic program for individuals with special needs. For Gerrard, it's the best of both worlds. "It just warms your heart to be

able to do something like that for these kids and still be able to enjoy time at the barn," she says.

Giving to others is nothing new to Gerrard—in fact, it's another tradition that she inherited from her mother, whose philanthropy was legendary. "She was always helping others, even to the point of making us a little crazy as kids," she says. "Now I find myself doing the same thing."

Her daughters learned the art of paying forward at their mother's side, delivering meals to the elderly together for Meals on Wheels and gifts to needy children at the Salvation Army on Christmas. Erin and Anna carry their own weight now as they rack up countless volunteer hours at Aquinas High School and around the community.

Gerrard and her family have made building traditions a habit, but she knows the secure ties that bind her family are unusual. "My mother is buried next to her mother, who is buried next to her mother," Gerrard says. "Where do you find that anymore?"

Gerrard finds her own ties in the fabric of her family. "I compliment my parents for getting us involved in activities that you can carry forward with your kids." ❀

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



convenient



professional



approachable

pkc
CONSULTING, LLC
accounting • consulting • taxes
1052 Oak Forest Dr. • Suite 130
Onalaska, WI 54650
www.pkconsulting.net

Call today!
608.783.0440



Still not feeling well?

Looking for private, therapeutic, effective treatment?
Find help with
Pamela Radosen, MS,
Mind, Body, Spirit Healing
Learn more at
www.pamelaradosen.com
or call 608-787-1865

*mind
body
spirit healing*



Be Well with
Chiropractic Care

FEILS KNAPP
CHIROPRACTIC
WELLNESS CENTER
Dr. Carolyn Feils Knapp

Call or visit today!
608-783-WELL (9355)
305 Main Street | Onalaska WI 54650
www.onachiro.com

Funeral Services

"Dying is one of the few events in life certain to occur, yet one we are not likely to plan for . . . We spend more time getting ready for weeks away from work than we do our last time on Earth."

(Time Magazine)

The staff at Schumacher-Kish are knowledgeable, experienced, and professional. They can help with funeral arrangements or with pre-need planning.



La Crescent • La Crosse • Onalaska
608-782-1252 • www.schumacher-kish.com



NOW THE COMPUTER ROOM ISN'T NECESSARILY A COMPUTER ROOM.

With Charter Wireless Home Networking, you're no longer chained to the desk. Enjoy super-fast download and upload speeds in every room of your home. It's the Web. Way fast. Without wires.



©2010 Charter Communications. All services not available in all areas. Internet speeds may vary. Other restrictions may apply. Call 1-888-827-CHARTER for full details.

15 NEW FAMILY TRADITIONS

For holidays or any day, fun traditions bring families together.

by COULEE REGION WOMEN

DANCE

1. Shake off the Monday blues with Monday night dance parties in the living room.

2. Once the kids are in their pajamas for the night (but haven't yet brushed their teeth), announce a spontaneous "jammie run" for an ice cream treat.

3. Spread out a blanket in the living room for a pizza picnic—for added fun, pop in a favorite video.

4. Stir up Sunday morning breakfast with a twist on the ordinary—like chocolate pancakes.

5. Instead of giving them another toy for Christmas, have your kids (or grandkids, nieces or nephews) pick an animal out of the Heifer International catalog to benefit a family in a developing country. Visit www.heifer.org for more information.

6. Start a sweet tradition of singing your children lullabies at night. Begin with the ones from your own childhood, which you remember your mother or grandmother singing to you.

7. Let them eat cake—the morning after your kids' (or any

We've all got them—the rituals, foods and quirky traditions

that mark our family's unique holiday celebrations—and we love them. It's these small but significant rituals that give families a special closeness and identity. Yet special traditions can take place any day of the year, for any reason at all. Here, area women share some of their own "any-day" traditions—perhaps you'll discover some new ones for your family to try.

SING

PLAY

family member's) birthdays, keep the celebration going by allowing them a slice of their birthday cake at breakfast.

8. Spice up holiday gift giving by starting a tradition of hiding gifts and having recipients play "hot and cold" to find them. (The woman who contributed this idea reports that her children, now

in their 20s, still insist on receiving their Hanukkah gifts this way.)

9. Make a point of photographing "ordinary" but landmark events—like the first and last days of school each year for a fun chronology of your children.

10. There is nothing wrong with pulling out Halloween costumes for other occasions, as well. Thanksgiving is delightful with fairies and dinosaurs seated at the table.

11. We all know reading to your children is important, but a special tradition is to set aside time each day to read to each one separately. This allows each child one-on-one time with you, and offers a chance for each child to share things with you alone. Don't be surprised if it becomes your favorite part of the day.

12. Set aside one night a week for "Lego Night," a chance for all family members to spread out on the floor and indulge in a favorite pastime (Legos or otherwise) after dinner and homework.

13. Make games part of your celebrations—at holidays, birthdays or any family get-together. Kids, parents and grandparents alike can enjoy games ranging from spoons to Scattergories—even football or kickball! For added whimsy, create a "traveling trophy" for winners to keep until the next family gathering.

14. As years pass, family members get more spread out and getting together becomes more difficult, be sure to take a picture of your kids (or you and your own siblings) on the occasions they all are together.

15. Here's one for the grown-ups: Make each Wednesday "new wine night," and allow yourself a fun way to unwind while discovering new favorites.

We treat your pet as family.

Boarding Available
Monday through Friday
7:30am - 6:00pm
Saturday 8:30am - 12:00pm
 Located next to the southside Wal-Mart
 4540 Mormon Coulee Road
 La Crosse, WI
www.ThompsonAMC.com

Please call for an appointment
608.788.8820
THOMPSON
 ANIMAL MEDICAL CENTER
 Established 1978
 Thomas Thompson, DVM
 Jean Heyt, DVM
 Gary Wiegel, DVM





Flying Horse Stable  **Dawn Johns Swenson**

where the horse-human partnership joins the mind, body and spirit

Workshops
 Equine Activities
 Equine Facilitated Therapy



Relationship Skills
 Self-Awareness
 Confidence

6 miles SE of La Crosse www.flyinghorsestable.net **608-317-1448**

Visit us at our New Location! **We've Got You COVERED!**
83 Copeland Avenue | La Crosse

Flooring Interiors




- Ceramic
- Marble
- Slate
- Granite
- Carpet
- Wood
- Vinyl
- Laminate

608-779-9440

Put your money where your market is!

If you want to reach women ages 25-65+ in your community then you need to advertise in CRW magazine, the highest quality publication for women in the area.

For pricing and more information call:
 Carol Schank
 Marketing Account Representative
(608) 769-3161




The Genuine. The Original.

OVERHEAD DOOR

7 Rivers

Now get an 8' x 7' INSULATED door
INSTALLED for just \$489
 Including TAX

Fair and honest pricing from a company you can trust!

5 Standard Colors

3 Different Panel Designs

Overhead Door of the 7 Rivers Region
W6797 Abbey Rd. • Onalaska, WI 54650
(608) 783-6080 • www.overheaddoor7rivers.com

CRW is a weekly publication. Removal and replacement of the ad space is required for an ongoing door model. Product and standard hardware included. We do not sell exterior door models. Hardware shown in the pictures are available for extra charge.

LOG ON TO A BLOG

Women of all ages connect via blogs.

by **MARY MALAHY**
CONTRIBUTED PHOTOS

Due to busy schedules, keeping in touch often becomes a time-consuming game of phone tag, in which the only time you actually hear a friend's voice is during her 15-second voicemail greeting. If this sounds familiar, perhaps a blog is for you.

The word *blog* comes from blending the words *web log*, and it refers to a website that acts like an electronic diary. Your blog can tell your friends and family what is happening in your life, on a regular basis, without having to make phone calls.

Logging miles, recording life

Maggie Smith, a newlywed living in La Crescent, Minn., has two blogs that she uses to stay connected with her college friends.

She started her first blog when she got engaged last year and mainly wrote about wedding plans. Now that she is married, she writes about her daily life so that her friends know what she is doing, she says.

Smith explains that blogs simplify communication, because instead of making multiple phone calls, she can write one post about her day. Then her friends are able to read it on their own time, instead of playing phone tag and struggling to find a time when they are both able to talk.

Smith says she and her college roommates use the second blog to track their running. One of Smith's roommates moved to Virginia this year, and her new apartment is 986 miles from the house the four women shared in college. Between the four of them, they hope to run 986 miles before they fly to Virginia to run a 10-mile race together. They use the blog to track their mileage.

"The running one focuses on running, but your life seeps into it," Smith says, explaining that even though the posts are short, the brief communication connects her to her friends. "It is something we can do together."

Besides her close friends, Smith has gotten to know other bloggers online.

"There is a huge online community of bloggers, and a lot of them have really similar lives," Smith says. "Reading their blogs gives you random insights into their lives."

Finding a community

Rebecca Brown is an event planner who began blogging in 2008 to share her passion for the environment.



The "green sheep" in her family, Rebecca Brown used her blog to find a community of like-minded environmentalists.

"I was interested in going green and living sustainably, but I didn't have anyone to talk to about it," Brown says. "Blogging was an outlet for me to talk about what was going on and to meet others."

She explains that at first, she didn't want to tell her family she was going green, and she referred to herself as the "green sheep" of her family. Meeting others who shared her views gave her the courage to tell her family about her passion for the environment.

Brown says she has made friends through her blog, but hasn't had the chance to meet them in person. She writes for a co-op blog with four other women. Each woman posts one day a week.

"I like seeing what other people are doing," Brown says. "I learn new things and discover different ways of doing things through blogs."

Expressing yourself

Susan T. Hessel started blogging when she was diagnosed with breast cancer. Her blog allows her to keep friends and

family updated on her treatment without having to make multiple phone calls.

Besides communicating with friends and family, the blog gives her a place to express herself. Hessel says she enjoys being able to rant, entertain and connect with others through her blog.

"It was helpful because I could be funny, I could be entertaining, I could make points and I could tell family members what was going on," Hessel says.

Even though her blog started because of her cancer diagnosis, Hessel says she writes about other topics, too.

"It really is a blog in revolution, because it was a blog about cancer, but now it's about so much more," Hessel says. "My life is more than just cancer, there is much more to me than just that."

Besides blogging, Hessel has used Facebook to connect with people. This year she contacted two classmates via Facebook, and the three of them met at their 40th high school reunion.

"What is great about Facebook is it connects you to people, and I think we

need more ways to connect," Hessel says.

Logging on

If you are interested in starting a blog, visit wordpress.com or blogger.com. These are host sites that will walk you through the steps of starting a blog.

Smith says the important thing is not to get frustrated and give up. You may be talking to yourself for a while, but more people will read your blog over time, Hessel adds.

"It's all about stories, so write about something that you are passionate about," Hessel advises.

For inspiration, visit Smith's blog at t-h-i-n-g-s-i-l-o-v-e.blogspot.com, Brown's blog at www.midnightmaniac.com or Hessel's blog at shessel.wordpress.com. ❖

Mary Malahy is a writer who recently graduated from UW-La Crosse. After writing this article, she is excited to keep in touch with family and friends by starting a blog of her own.

Sue Hessel's blog is a platform for creative expression.



Maggie Smith blogs to update others on life events, like her wedding, and to track miles with a group of running friends.

D.M. Harris Law, L.L.C.

Experienced • Dedicated • Compassionate



Dawn Marie Harris, Attorney



Dawn M. Harris, Attorney
Over 17 years experience

- Employment & Labor Law
- Family Law
- General Civil Litigation

205 5th Avenue, S., Suite 415
La Crosse, Wisconsin 54601
Phone: 608-782-4133
Fax: 608-782-4676
www.dmharrislaw.com

5 Reasons Women Become Mutual of Omaha Representatives



Mutual of Omaha

1. **Independence.** You can set your own schedule and your own priorities.
2. **Training program.** A career development program that's one of the best in the business.
3. **Helping others.** It's enormously satisfying to help people set and achieve their financial goals.
4. **A complete portfolio.** Innovative products and services to meet your client's needs.
5. **Success.** Write your own success story!

Mutual of Omaha – Eric Guth Division Office

505 King Street • Suite 124 • La Crosse, WI 54601

Phone: 608-782-5293 • Fax: 608-782-4464

E-mail: eric.guth@mutualofomaha.com

M26359

"Love who's looking back at you"

BEAUTIFUL



All Hair Services
Pedicle/Manicure
Waxing Services
Massage
Wigs
Make Up

608-788-2330

2609 South Avenue

www.beautifulreflectionssalon.com

EILEEN FISHER



Now Available at

Touch of Class

312 Main Street • La Crosse, WI 54601
608.784.2640
www.touchofclasslacrosse.com

HD Radio Upgrade today!

MAGIC 105
"THE BEST VARIETY!"

From the Winter Running Series at the Y to the Big Family New Years Eve Party, go to our EVENTS PAGE at www.wxlr.com for ways to stay fit and have fun this winter!

The La Crosse Public Education Foundation presents

The Big Family New Year's Eve.com
with LHI LOGISTICS HEALTH INCORPORATED

Visit www.wxlr.com

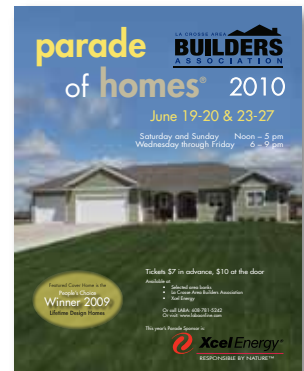
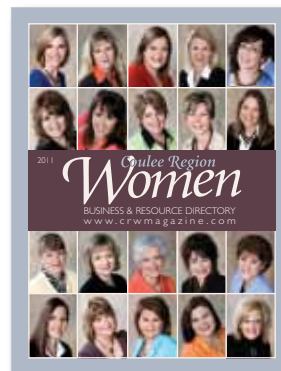
You'll always find the most fun and the best variety of music on 104.9

Follow us on **twitter** **facebook**



Coulee Region

COMMUNICATIONS L.L.C.



"Connecting You With Your Community"

816 2nd Ave. S. | Onalaska, WI | 608.783.5395
View online at www.crwmagazine.com | Follow us on Facebook



Touch of Class, like other unique shops in downtown La Crosse, offers one-of-a-kind gifts.

CORNERSTONES OF DOWNTOWN LA CROSSE

Three women retailers have stood the test of time on La Crosse's historic streets.

by **JULIE NELSON**

CONTRIBUTED PHOTOS

Despite the fact that Margie Wanek can't read a note of music, she credits piano lessons at Leithold Music for prompting her to start what grew to be a longtime business in downtown La Crosse. Years ago, Wanek spent many hours at Leithold's waiting for her children to complete their weekly lessons. "There was nothing else to do in downtown La Crosse at that time but sit and wait," she says. So she dreamed about a store full of stamping and craft supplies.

In 1992, she quit selling such items out of her garage and opened Stamp 'n Hand, right across the street from Leithold's.

Two years and another move later, the business was on its way to becoming an institution on the corner of Fourth and Jay.

Stamp 'n Hand is perhaps best described as an eclectic craft store. Materials for stamping are paramount, of course, but Wanek also carries scrapbooking supplies, preprinted greeting cards, toys and gifts.

Wanek has been involved with the Downtown Mainstreet organization since its inception and was among the first organizers of Historic Downtown La Crosse Day 15 years ago. One of the changes she's noticed over the years is one that will



Since 1992, Margie Wanek has operated Stamp 'n Hand in downtown La Crosse.

surprise many people. "There is actually more parking now than there was several years ago," she says. "The addition of the ramps has really opened things up."

The efforts to make downtown attractive to visitors have paid off, Wanek says. "I have people who come from 100 miles away or more to shop here. They find out about us on the Internet and then come down to check it out in person."

In a class by itself

Touch of Class owner Kim Pretasky says the Internet also drives much of her business. She, too, says she sees far more people from out of town and out of state that are coming to downtown La Crosse as a destination and notes that students are quick to check out the downtown shortly after they arrive on campus.

Touch of Class was started by Pretasky's mother and aunt. Pretasky worked in the store in high school, went to college, married and moved away. In 2000, she moved back to La Crosse and stepped right back into the store. "It's the only thing I ever really loved," she says. "I like all aspects of this job. The buying is the really exciting part. I always look for things that aren't otherwise available in La Crosse. I like working with customers and the clients who get to know you."

We help a number of spouses with their Christmas shopping; they have come to depend on us."

Touch of Class offers clothing for women, jewelry, tableware and gifts. Pretasky says one of the changes she's noticed over the years is in what women wear. "At one time, women felt they had to wear power suits to be taken seriously in the workplace. Now we are more comfortable with ourselves." She says women of all ages will wear the same style of clothes; they will just wear them differently. "No matter what your age, you want to be fashionable," she says.



Touch of Class owner Kim Pretasky is carrying on a family legacy.

Keeping up with the times

Sarah Sheehan has been a part of Honig's Gift Shop since she was a toddler, coming to work with her dad and mom, Robert and Anita Funke, from almost the day they bought the business in 1962. At that time, the gift store featured china, fine crystal and many wedding registry gifts. That was before malls and the Internet became a mainstay of the American shopping experience. Now couples register for their dishes online, which means Honig's has had to change to keep up with the times.

"Our customers tend to be people who are looking for something out of the ordinary," says Sheehan. "They also like to see and touch the items before



Honig's Gift Shop has been in owner Sarah Sheehan's family since 1962.

they buy them."

Honig's features a unique mix of gifts in a wide variety of price ranges and includes Brighton jewelry, baby gifts, books, greeting cards and handmade items from local artists. Sheehan says that in this economy, she sees more people walking out with several \$5 gifts, rather than one \$50 item, and she's also noticed a bit of resurgence in people shopping downtown.

"I'm finding people are really enjoying downtown and the many unique buildings. It hasn't been easy competing with the big box stores, but we keep marching forward. We keep up with the trends, and that makes a difference." Sheehan and her sister, Anne, bought the business from their parents after the girls finished college. Anne lives on the other side of the state and keeps up the store's website and Facebook page.

Sheehan says it's the wonderful staff that makes Honig's tick, and their genuine enjoyment in interacting with customers. "In all the years I've been coming here, I've never, ever not wanted to go to work," she says. ❖

Julie Nelson lives and works near downtown La Crosse and is grateful these and other business owners have contributed so much to the area over the years. Nelson is the public relations director for The Salvation Army.



True Warehouse Pricing on
Fabulous Home Décor!

\$10 your purchase of
off \$50 or more!*

*limit one per family

2109 Ward Avenue • La Crosse, WI 54601
608.784.REAL (7325)
(directly across from Marcus Theatres)
Thursdays 10-6, Saturdays 10-5
www.realdeals.net/lacrosse

An Exclusive
Lifetime Stain,
Lifetime Soil and
Lifetime Wear
warranty on our
Alexander Smith,
American Showcase
and Premier
Stainmaster carpet
products.

Check store
for details!

Coulee Carpet Center
3625 Mormon Coulee Road
La Crosse, WI 54601
608-788-6445
www.couleecarpetcenter.com

New
York
Runway
at your
fingertips!

Build a fabulous, flexible
wardrobe of different
ways on different days.
Designed for the way you
dress. JoBa Flat and
Etcetera make it easy
to look great!

BARB SKOGEN

608-783-2040

bskogen@skogensfest.com

JONELLA RADEMACHER

608-787-8512

jrademach@charter.net

JoBa Flat

www.jobafat.com

Now offering

**HCG
FUSION!**

Lose up to 1-2 lbs. PER DAY

Call us to find out how!

Offering:

- Airbrush Tanning and Cosmetics • Xtreme Eyelash Extensions
- Diamondtome Microdermabrasion • Massage and Skincare Packages
- Waxing Services • Body Treatments
- M'lis Body Wrap – Lose 4-14 inches in one hour!

Visit our website for a complete listing of our services.

www.brilliantbodywork.com

Follow us on Facebook

Brilliant Bodywork

816 2nd Avenue South| Suite 101

Onalaska, WI 54650

507.450.7429 or

email: Stephanie@BrilliantBodywork.com

“ I absolutely love the HCG program, I have had
so much more energy while on this and the results
are amazing! Just in the first week alone, I lost a
total of 14 inches throughout my body! ”

Cassandra K.



generous
earth



pottery

Gifts
Pottery Classes

And now offering
Paint Your Own Pottery

Call or stop in for details

608.782.3904

221 Pearl Street | La Crosse

www.genrousearthpottery.com

Give a gift to those who have everything.

Give LIVE THEATRE!

La Crosse
Community
Theatre



Gift certificates available for any amount.

And don't miss our holiday show

Dec 10-19, 2010

*Holiday Entertainment
for the Whole Family*



For more information,
call 608-784-9292

www.lacrossecommunitytheatre.org

DOWNTOWN LA CROSSE

10 days before Christmas

WHO! WHO! WHO! WHO'S ON YOUR LIST?

Shop locally this holiday season. Dozens of great downtown La Crosse stores will be participating in standard extended hours the 10 days before Christmas.

OPEN 9am to 8pm

Tues., Dec. 14 - Thurs., Dec. 23

Extended hours make it convenient to shop downtown La Crosse this Christmas.

DOZENS OF GREAT NEW STORES!



enjoy.

People's Food Co-op
315 Fifth Avenue South
Downtown La Crosse

www.pfc.coop • 608.784.5798



PAINTED PORCH
Decor Extraordinaire

200 Main St. La Crosse | 608-782-6222

Fun & sassy décor, unexpected gifts,
restyled vintage & uncommon objects!

Open every Thurs. | Fri. | Sat. 10 -5:30

Shop Honig's Gift Shop



Brighton Jewelry

Caspari Paper Products
Crabtree & Evelyn • Thymes
Maruca Purses • Polish Pottery
Greeting Cards
Baby Gifts • Danny K Purses

*An eclectic mix
of gifts &
home accessories*



**honig's
GIFT SHOP**

HOURS:
M-F 9-5 | Sat 9-3

531 Main Street, La Crosse
608-782-4472

Satori Arts Gallery

A National Historic
Landmark

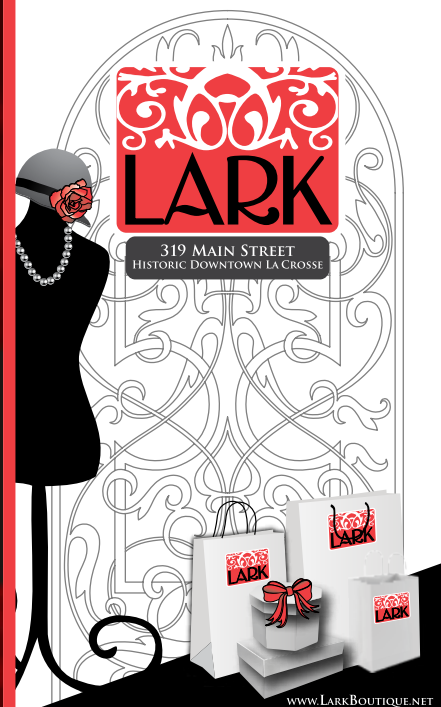
"Known for the unusual"

Ancient Chinese Artifacts • Custom
Wedding Rings • Mississippi River Pearls
Unique Handcrafted Jewelry
Sculpture • Graphics

201 Pearl St., La Crosse, WI 54601

608.785.2779

APPAREL
ACCESSORIES
ARTISAN JEWELRY
UNIQUE GIFTS



SCHEDULE OF EVENTS

DECEMBER & JANUARY

- 12/1 – 12/31 Rotary Lights
- 12/10 – 12/19 La Crosse Community Theatre:
It's a Wonderful Life: A Live Radio Play
- 12/31 Skyrockers New Years Eve Fireworks Display
- 1/7 Children's Museum Night (Out)
at the Museum
- 1/18 – 2/13 La Crosse Community Theatre: *Almost, Maine*



Coulee Region Women is on

facebook

Be sure to sign up as a fan at
www.crwmagazine.com to share
your thoughts, ideas and photos,
network with fellow readers and learn more
about upcoming events.

The WINE GUYZ
wine without attitude

"Hostess Gifts, Gift Certificates,
Appetizer Platters, A Special Wine.
Stop and see The Wine Guyz! We Have It All!"

122 King St. Downtown La Crosse
608.782.9463 • www.wineguyz.com

Grounded
SPECIALTY COFFEE

- ◆ Espresso Cafe
- ◆ Gourmet Coffees
- ◆ Specialty Teas
- ◆ Smoothies
- ◆ Deli Sandwiches
- ◆ Wraps & Salads
- ◆ Private Parties
- ◆ AM Munchies
- ◆ Coffee by the Pound
- ◆ Gelato

Come for coffee. Stay for lunch.
Mon-Fri. 6:00am to 9pm • Sat. 6am to 6pm
Sun. 8am to 3pm
308 Main St. • La Crosse • 608-784-5282
www.groundedspecialtycoffee.com
grounded@centurytel.net

LOVE THE SKIN YOU'RE IN

Two area clinics offer beauty boosts through skin care and much more.

by **JESSIE FOSS**
CONTRIBUTED PHOTOS

With flawless skin, eyelashes that go on forever and perfectly sculpted bodies, they stare out from everywhere: TVs, magazines, billboards, the computer screen. It can be easy for one's self-image to falter when compared to many of the world's most beautiful people. But two businesswomen in Onalaska are out to help people in the Coulee Region feel just as beautiful and confident as those models staring out at us from every corner.

Bonnie Paul-Davis is the owner of Forever Young Skincare Clinic, and it is her goal to help each client "look as good as they feel." Emily Doherty is the owner of Natural Beauty, a place for skin to be rejuvenated.

Forever Young

Paul-Davis's interest in the skin led her to become a licensed aesthetician about 12 years ago. "I've always thought the skin was an interesting thing," she says. "I love how it works and how it can heal itself."

Paul-Davis opened her business seven years ago, which has been located at its current location, 2845 Midwest Dr., No. 102, in Onalaska, for five years. Paul-Davis says she is more into the medical aspect of skin care and focuses on having nice skin.

The skin care clinic specializes in Intense Pulsed Light rejuvenation and hair removal, facials, chemical peels and microdermabrasion. The processes are meant to improve the skin's texture and tone. The clinic also sells mineral cosmetics and clinic skin care products.

The clinic also began offering CoolSculpting at the beginning of August. The procedure, targeted at those who are 20 to 30 pounds overweight, targets, cools and eliminates fat cells that are resistant to diet and exercise.

"We're always trying to stay current on up-and-coming things," Paul-Davis says. "So far we've had wonderful results [with CoolSculpting]."



Left: Bonnie Paul-Davis, Forever Young Skincare Clinic
Right: Emily Doherty, Natural Beauty



Forever Young offers free consultations. More information, including details on procedures and before-and-after pictures can be found at the clinic's website, www.foreveryoungsc.com. The clinic can also be contacted at 608-787-6855.

Natural Beauty

The desire for longer lashes: It's what Doherty says brings in 90 percent of her customers to Natural Beauty.

Natural Beauty specializes in lash extension. The longer-lash look is achieved when Doherty applies individual semi-permanent lashes on to a client's natural lash. The false lash falls off when the natural lash does. They can last up to two months, but Doherty says some of her clients come in monthly. She says the lashes are also popular among brides because they look great in pictures without the addition of mascara.

Doherty also offers the application of permanent cosmetics, chemical peels, microdermabrasion and facials.

Doherty has been an aesthetician for six years and has owned her own business for three years. She became interested in the business through Paul-Davis when her business was in the same office building as Doherty's father's.

Doherty says the procedures she offers are a great way for women to take time for themselves.

"Women, especially in the Midwest, don't like to spend money on themselves," she says. "But [these services] are a way women treat themselves."

Doherty does all her work by appointment only, Monday through Saturday, and can be reached to set up a consultation at 608-782-0322. More information can also be found at www.naturalbeautyllc.net. ♣

Jessie Foss is a new transplant to Onalaska. Her everyday face routine consists of water, moisturizer and mascara.




- Lose Weight Fast and Keep It Off
- Safe, Medically Supervised
- Skin and Body Renewal
- Non-surgical Facelifts
- Wedding Party Specials
- Free Consultation

Purchase a gift certificate—great for a holiday gift!!

1052 Oak Forest Dr., Ste. 200
Onalaska, WI 54650

608.781.6463
www.awakenedmindvitality.com



Now offering
Permanent Make up

Bring in this ad for
\$10 off
any service

Natural Beauty
EXCLUSIVE FACIAL REJUVENATION

Eyelash Extensions for Your Special Occasions

- Enjoy longer, thicker, more defined eyelashes for up to two months with Natural Beauty's synthetic lash extensions.
- Lashes are weightless, with a natural look and feel.
- Eyelashes are semi-permanent and water resistant so you can swim or shower worry free.
- The painless and even relaxing application will take from 90 to 180 minutes.
- Natural Beauty is a Certified Beauty Professional that utilizes Xtreme Lashes® for lash extensions.

We offer Chemical Peels



Call to schedule a consultation today! 608.783.0322
419 Sand Lake Rd., Suite D2 • Onalaska, WI 54650
www.naturalbeautyllc.net • naturalbeautyllc@hotmail.com

Are unwanted scars or stretch marks affecting your personal life?

Stretch marks, surgical scars, and acne scars can be reduced or eliminated with Lux1540 non-ablative laser treatments. The Lux1540 delivers light in an array of narrow, focused "microbeams" to create columns of coagulation within the skin. These columns initiate a natural healing process that forms new, healthy tissue.

Lux1540 treatments can be performed on most areas of the body, including the face, chest, arms, and hands. Multiple treatments are needed (usually 3 to 8), with 4 weeks between treatments.

Call 787.6855 today for an appointment!

forever young
SKINCARE CLINIC™



website foreveryoungsc.com

appointments (608) 787.6855

Midwest Prairie Business Center • 2845 Midwest Drive, Suite 102 • Onalaska, WI 54650 by Manny's Restaurant (west of Home Depot)

EVERYDAY YOGA

Yoga positions relieve desk-job stress.

by **KRISTY WALZ**

PHOTOS BY JANET MOOTZ PHOTOGRAPHY

The first class starts in a sitting circle. Barefoot with knees exposed, each student addresses the group and shares their reason for coming. Most say they come for flexibility, strength, balance or stress relief. Some because a friend encouraged them to try it. Others for the sense of peace they carry with them after each session. But ask Chris Saudek, owner and senior certified instructor at The Yoga Place in La Crosse, and she'll tell you they come "because it works." And it works for practically everyone.

"Yoga is good for you because it addresses the whole person," Saudek says. "It is not just exercise for your muscles, bones and heart. Taught correctly, yoga builds physical strength and flexibility, mental stability and benevolence of the spirit."

"There are many different styles of yoga," adds Tammy Zee of Tammy Zee's Yoga and Pilates Studio. "To me, all yoga practices are wonderful and helpful. You just need to gravitate toward the styles you enjoy and that meet your needs. Choosing a yoga practice is up to the individual. Everyone has different health histories, goals and tastes."

And despite its ancient roots, yoga's health benefits have never been more important than they are today. "Yoga is essential for today's scattered Western mind, Saudek states, "because we can start with something as concrete as the physical body, something we can see and work with to study our minds and understand that we are much more than our physical bodies, that we have deep connections to each other and to the Universe. This understanding makes us more mindful of how we live and act at every moment."

In the following photos, Saudek demonstrates and describes five poses especially good for alleviating stress at your office desk. ❀

Kristy Walz talks to people for a living. She does yoga because it's her opportunity to be quiet for 90 minutes at one time.



Tadasana

- Stand with the inner edges of your feet together.
- Press down through your feet, balancing your weight between the soles and heels.
- Press your front thighs back and draw your abdomen in and up.
- Stretching your arms down, move your shoulder blades down and into your back.
- Keep your head back in line with your spine and look ahead. Breathe normally.



Urdhva Hastasana

- Stand in Tadasana.
- Inhale and, keeping your arms straight and the palms facing each other, extend your arms up toward the ceiling.
- Press down through your feet and, keeping your thigh muscles firm and your abdomen back and breathing normally, stretch all the way from your feet to your fingertips.



Half Uttanasana

- Place your hands and forearms on your desk, step back and lower your trunk down until it is parallel to the floor; your arms are straight and your feet hip width apart and under your hips.
- While contracting and pressing back through

your front thighs, feel the stretch through your fingers, elbows, shoulders, sides of the trunk and back thighs.



Chair Twist

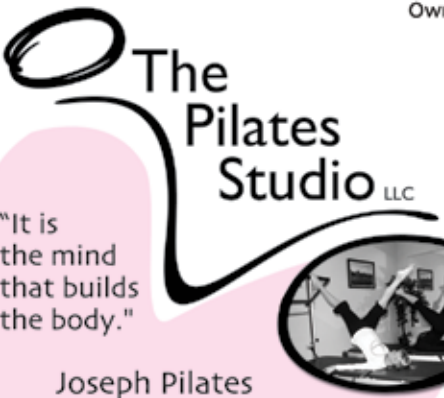
- Sit straight in your chair, buttocks toward the front, feet together and right under your knees.
- Take a deep inhalation, and with the right hand behind you on the chair seat, fingers pointing back and your left hand crossed to the outside of your right knee, turn to the right while exhaling.
- Take a couple of normal breaths, inhale and stretch up, exhale and twist further.
- Return to the front and change sides.



Gomukhasana

- Stand in Tadasana.
- Keeping your chest lifted, reach your left hand up the middle of your back between your shoulder blades, palm facing back.
- Stretch your right arm up as in Urdhva Hastasana, turn your hand back and reach down for your left hand.
- Clasp your hands or join the gap by using a tie or belt.
- Keep your left shoulder rolled back and the right elbow in line with your shoulder.
- Change the sides after holding for 20 seconds or so.





The Pilates Studio LLC

"It is the mind that builds the body."

Joseph Pilates

Owners/Trainers: Heather Froh & Heather Wicks

Improves core strength and posture
Increased flexibility
Builds long, lean muscle
Decreased joint and back pain
Corrects muscle imbalance
Enhanced sports performance
Increased body awareness

Private sessions • Duos • Reformer Class
Introductory Class • Mat Classes • Yoga

Call for pricing!
608.781.2656

NEW LOCATION
2800 National Drive | Suite 102
Onalaska, WI 54650



**Tammy Z's
YOGA
STUDIO**

**Yoga for
Everybody**

432 Cass Street • La Crosse

Tammy Zee, M.S., R.Y.T.
dziz@acegroup.cc
608.386.1217

Celebrating your
mind, body & spirit
naturally!



Bring in this
ad to receive
**1 HOUR
OF FREE
yoga or pilates**

Yoga & pilates for beginners &
advanced participants

Exercise for the mind and body



The Yoga Place

444 Main Street, Downtown La Crosse
2nd floor, City Square Building
608.784.2622
Chris Saudek, Director

www.yogalacrosse.com



Start your holiday shopping here!

Jana Dregne

DREGNE'S SCANDINAVIAN GIFTS

Beautiful selection of men's, women's and children's wool Norwegian sweaters, Dale, Selbu, and Devold. Baltic Inspirations capes, sweaters and accessories, and Alpaca wool sweaters and coats by Caamano. Your complete source for Norwegian and Danish limited edition Christmas collector plates.

Open Sundays until Christmas
11 a.m. til 4:00 p.m.
Open Mon.-Fri. 9:00 a.m.-5:30 p.m.,
Sat. 9:00 a.m.-5:00 p.m.
100 S. Main, Westby, WI • 1-877-634-4414
Daily shipping available!



Westby House

200 W. State Street • Westby, WI • 608-634-4112

A Perfect Winter Getaway!

A "close to home getaway" in the B&B, each room with its own style & private attached baths. Jacuzzi Suites where you will rejuvenate & pamper yourself!

Both can be found off Hwy. 14/61/27 only 23 miles Southeast of La Crosse



Marie Cimino



MARY KAY®

turn back time.

Clear. Smooth. Radiant skin. The TimeWise® system delivers anti-aging benefits you can see and feel.

To start looking younger now, call me to try TimeWise® products for **free!**

Trudy Swenson
Independent Sales Director
608-780-3388
www.marykay.com/tswenson

A web-based store offering beautiful crafted items for your home or gift giving-check out our site at www.somethingandmore.com



We're looking for crafters to add to our site! Sewing, knitting, pottery, jewelry, paper items etc. please email us through our website.

Something and More

Crafts & Gifts



home & garden® SHOW

March 11-13, 2011
Onalaska, Omni Center

"It's All About Home"
Check out the latest products and services for your home that are available in the region!

LA CROSSE AREA
BUILDERS ASSOCIATION
www.labaonline.com

More than 150 booths displaying their products and services for your home!

by **AMY BATTERAM**
PHOTOS BY JANET MOOTZ PHOTOGRAPHY

BLING



Black dress with shoulder embellishment, necklace and black leather jacket from **Funk**, La Crosse

Black knee-high platform boots from **Macy's**, Valley View Mall

Purple tights from **Lark**, downtown La Crosse

Champagne silk dress from **Funk**, La Crosse

Yellow stone ring and taupe round-toe heels from **Macy's**, Valley View Mall

Purse from **Chic Boutique**, Valley View Mall

Black sparkle tights from **Talbots**, Valley View Mall

Black sequined dress, black beaded bracelet, metallic clutch and red high heels from **Macy's**, Valley View Mall

Black sparkle tights from **Talbots**, Valley View Mall

RETAIL THERAPY



Multicolor neckwarmer; beret and necklace from **Lark**, downtown La Crosse

Multicolor earrings from **Funk**, La Crosse

Long black and silver beaded necklace and earrings, diamond bracelet and black stone drop earrings and bracelet from **Macy's**, Valley View Mall

Long silver chain with wine diamond box, silver cuff bracelet and silver cuff watch with diamond accent from **Chic Boutique**, Valley View Mall

Blush collection necklace, sweater and belt from **Talbots**, Valley View Mall



Charcoal purse from **Chic Boutique**, Valley View Mall

Metallic purse with metal embellishment and leopard print clutch from **Macy's**, Valley View Mall

Hot holiday heels from **Kick**, downtown La Crosse



Hidden Valley Designs, INC.

Adowrap
Complete
BIG December Sale

**20%
OFF
RETAIL**

Wouldn't you like
to have insulation,
sun control, privacy
with this
fantastic window
treatment product!

Call today to
guarantee
Christmas arrivall

**SHOWROOM
OPEN IN**
Decker's Floor
to Ceiling
3181 Berlin Dr.,
La Crosse
Hwy 16, 1 mile east of
Valley View Mall

Shades
Blinds
Sheers
Draperies
Bedding
and More!

526.9870

Your window
treatment
professionals

www.hiddenvalleydesigns.com

Business law • debt & financial management • real estate
elder care • estate planning • probate & trust adminstration

Law Office of
HEIDI M. EGLASH
LLC



SPRUCE CENTER

1212 Horton Street • Suite 100

La Crosse, Wisconsin 54601

608.782.6110 • info@eglashlawoffice.com

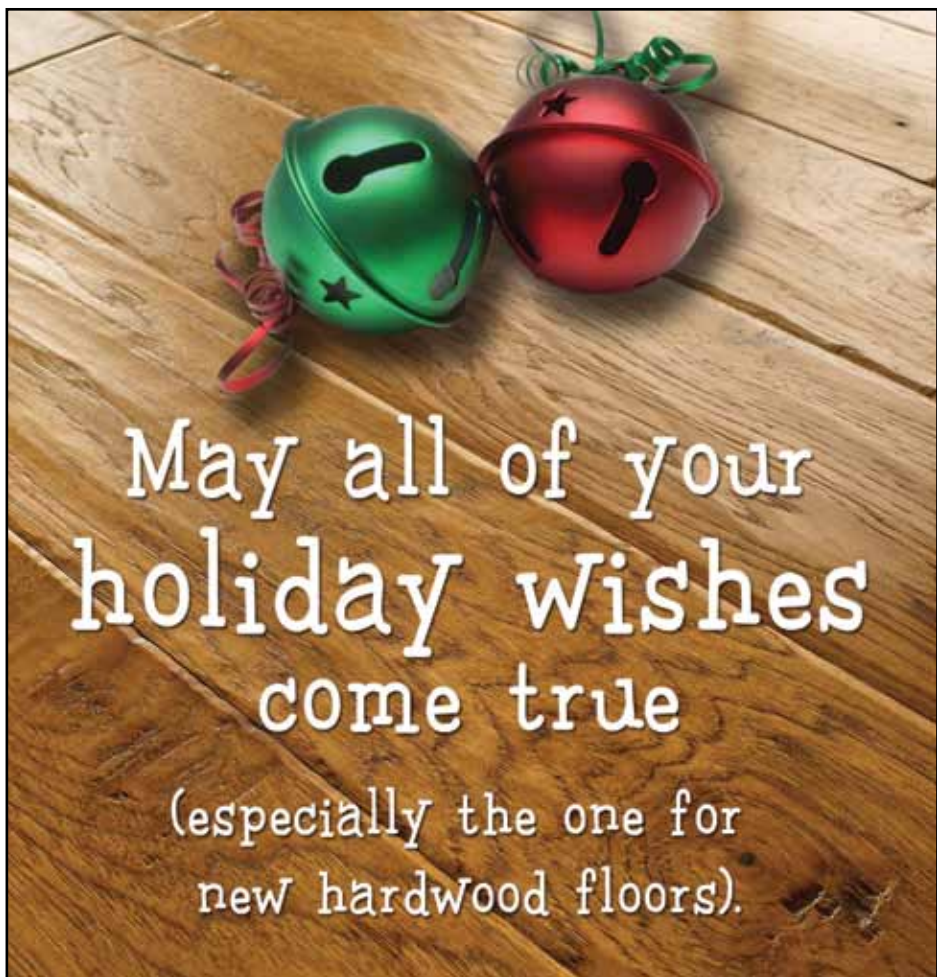
www.eglashlawoffice.com



Joshua D. Swanson

Heidi M. Eglash

Aaron B. Kessler



May all of your
holiday wishes
come true

(especially the one for
new hardwood floors).

Happy Holidays from Decker's Floor To Ceiling.



Decker's

FLOOR TO CEILING®

Visit our showroom at 3181 Berlin Drive, La Crosse
Hwy 16, 1 mile east of Valley View Mall

608-783-5667 • www.deckersgroup.com



PROFILE

FASHION

CAREER

HOME

FAMILY

FOOD

Look for the
February/March
issue of Coulee
Region Women on
newsstands
February 1, 2011!

TRAVEL





A FIELD OF DREAMS COME TRUE

Tim and Melissa Holtan's home embraces family and a love of life.

by **MAURA HENN**

PHOTOS BY JANET MOOTZ PHOTOGRAPHY

When Melissa and Tim Holtan decided it was time to build a new house, they knew the perfect spot. Just down the road from their previous residence was an open field often used by the Holtans for four-wheeling or watching Forth of July fireworks. This beloved family spot eventually became their dream home.

Having decided to build a new home, the Holtans put their previous residence up for sale. With an offer made and accepted, the Holtans found themselves with only two weeks to move from their previous residence to a duplex they owned and rented in Holmen. As luck would have it, their current tenant was moving

The inviting entrance to the Holtan home assures family and friends that they are welcome here.

out, giving the Holtans a place to stay while construction on the new house began.

Sitting with these two warm individuals, it is obvious that the feat of moving to multiple residences, building a new home, taking care of three teenage daughters and maintaining their careers as well as their marriage was a challenge that brought them closer together. "We work well together," says Melissa.

The Holtans began working with Durkin Construction on their home in 2006, with much of the preliminary layout work done by the Holtans themselves. "Every square inch of the in-floor heating system for the garage and basement we dug by hand and shovel," states Melissa. "There are a lot of personal touches," adds Tim.

Comforts of home

Right away, it's clear the Holtans' home on August Avenue in Holmen was designed with enjoyment in mind. A turnaround driveway leads to an inviting brick-laid walkway, giving visitors an air of welcome as they step up to the front porch. Once inside, you are funneled through a hallway that leads to the Holtans' master bedroom on the left and the living room immediately ahead.

The master bedroom is the first room you meet. The bed, of course, is the centerpiece, and it is mirrored by a tray ceiling, adding a bit of depth to the room. With small, provincially inspired touches, the décor gives insight into Melissa's particular taste: feminine yet subdued. The master bedroom has its own bathroom, with a corner



Right: The Holtans' sanctuary: a three-season porch that offers relaxation and a view of the surrounding countryside. **Left:** The living room showcases a fireplace flanked by large picture windows for a combination of coziness and light.

tub and a separate shower room. The floor tiles, like the floors in the entire house, are electrically heated, which Tim admits is very nice in the Wisconsin winters.

The living room showcases a fireplace offset on either side by the biggest picture windows the Holtans could install. The windows let in all the afternoon and evening light, and the view is spectacular. The property borders a neighboring farm, so the view they wake up to every day is of a picturesque cornfield, distant bluffs and open sky. The living room is painted a chocolate brown, which offsets the A-framed, cedar-paneled ceiling. The decoration includes two mounted ducks and even a five-point elk, earned by Tim. "We are more rustic, but when people come in, I like it to feel like home," says Melissa.

The living room is flanked by the open dining room and kitchen, which creates a very free-flowing space. The dining area is marked only by the sizable table, which is large enough to seat the Holtans and their family. Tray ceilings in the kitchen and dining area give the space depth and interest. The kitchen is set up against two adjoining walls with an island workstation and second sitting area, with a countertop that can accommodate a quick snack or a sizable party layout, perfect for family and holiday gatherings.

Off the kitchen is a bathroom, mudroom and laundry, all accessible on the main floor of the house. The Holtans' home office is also

on the main floor, with plans for built-in fixtures such as a desk and storage space.

Family and friends are welcome here

The tour of the home continues by taking stairs to the lower level, which was always intended to be the daughters' domain. When construction concluded in 2007, all three of the Holtans' teenage daughters were living at home. Naturally, a room for each girl was in order. With one daughter now in college, but living at home to save money, planning for extra space has proven to be a benefit. The downstairs has its own entertainment area, laundry and two bathrooms, so the girls are self-sufficient. Of course, the family shares time and meals together, but a common living space gives the girls an idea what it is like to share a home with roommates and instills a sense of responsibility.

From the downstairs area, a door leads into a small in-house storage space suitable for all things needed close at hand. From the storage space, a walkway outlets into one of two garages, big enough for three vehicles each. Tim warmly jokes that these were designed to be "his and her" garages. Melissa's garage has access to the main-floor mudroom, whereas Tim's garage hosts a separate but completely secure hunting room with all the necessities for a prosperous day out in the woods. Tim's garage also acts

as part-time kennel for the family's two labs, who have access to the outside by way of a small tunnel that runs from the inside of the garage to an outdoor kennel. Above this garage is an entire studio-apartment-sized storage space that helps keep the Holtans' lives organized and free of clutter.

Exiting Tim's garage, you enter what Melissa describes as their "sanctuary." This three-season porch gets lots of use, not only by Melissa and Tim, but by their children and neighborhood friends. Adorned with its own refrigerator, television, lounge sofa, table and chairs, this is the perfect place to relax in pleasant company or spend a quiet moment alone. The tinted plastic windows slide up in three sections, protecting the room from the overwhelming sun in summer, but allowing in enough heat during the fall to make this an oasis even during the autumn months. The cedar deck-style floor is netted underneath to keep out mosquitoes and other pests.

As the couple look around and out to the field that borders their home, you can see how happy they are with their choices. "We really are blessed," states Melissa. With all that this family has accomplished, you can see they truly are. ♣

Maura Henn is the market manager for the Cameron Park Farmers Market. In her spare time she writes, plays roller derby and spends time with her chosen family.



LA CRESCENT TILE

We only do tile and we do it well!

New line of glass and stone accent tile, only seen in our showroom in the tri-state area!!

Stone Ceramic

505 N. Chestnut St.
La Crescent, MN
Next to the Legion

507.895.8453

Over 30 Years Experience
Design-Sales-Installation

Showroom Hours: Mon-Fri 9-5 | Sat. 9-1

Porcelain Glass Tile



Invito

Travel Leaders, their Italy expert Gwynne Chafer and Globus proudly invite you to join them for...

ITALY NIGHT TRAVEL LEADERS®
Tuesday, January 25, 2011
6:30 p.m. at
Ciatti's Restaurant (9348 Hwy 16 - Onalaska)
Discover what makes this country a favorite of so many!
Italy Night is one of our most popular annual events and space fills up quickly, so please R.S.V.P. to 784-9820 soon!
www.travelleadersgo.com

GLOBUS.
Every journey tells a story.



GET A TIGHT SEAL

Ultimate Insulation

Installers of Premium Energy Saving* and Sound Absorbing Cellulose Insulation by Nu-Wool®

COMFORT ALL YEAR ROUND

- Creates Quiet Homes
- Naturally Green Product
- Fire Retardant Added
- Mold & Mildew Resistant
- Reduce Heating & Cooling Costs up to 40%* Over Conventional Insulation

Factory Trained Installers of Wall and Attic Insulation
Fully Insured
Residential & Commercial

608.386.1711
www.ultimateinsulationllc.com

NU-WOOL
Cellulose Insulation
The only insulator that's 100% recycled from old newspapers and magazines.



Come in & check out our New Working Kitchen!

DURA SUPREME CABINETRY

Ask us about our current cabinet specials!

Kitchen & Bath Design • Cabinetry • Entertainment Centers • Closet & Storage Solutions • Theatre Rooms

Formerly Stock Building Supply
1735 Kramer St., La Crosse, WI
608.781.3900
www.wibuildingsupply.com

Wisconsin BUILDING SUPPLY

20253411.09



LA DOLCE VITA

Sample the sweet life in coastal Italy.

by **CHARISH BADZINSKI**

PHOTOS BY CHARISH BADZINSKI

RECIPES ANALYZED BY GUNDERSEN LUTHERAN REGISTERED DIETITIANS

Rare is the destination that lives up to our idealized version of it: laundry draped lazily below the open shutters of windows flanking narrow, winding cobblestone streets; snuggling couples speeding by on sporty Vespas; the scents of fresh-baked focaccia and espresso wafting from open doors, beckoning us to pause to enjoy *la dolce vita*. Yet the Cinque Terre and the Amalfi Coast of Italy somehow, unimaginably, live up to the fairytale versions of themselves. On the western coast of Italy, the sweet life is alive and well and ready to offer you a taste of it.

Go slightly off-season—say, in October—and you'll be rewarded with smaller crowds, cooler temperatures and lower prices. We flew into Naples and out via Genoa, taking trains and buses or hoofing it to the destinations in between.

The Amalfi Coast

Famous for its charming lemon groves and cliffside towns



Top: The best boardwalk in the Cinque Terre can be found in Monterosso al Mare, the perfect coastal town to settle in to for a couple of nights. **Bottom:** A ruined castle watches over Vernazza, one of the towns of the Cinque Terre.

with vertigo-inducing views, the Amalfi Coast is the kind of place you want to share with the love of your life, a place where you could gaze romantically into one another's eyes and no one would pay you any mind. The wine is great and the food is better, but the real star of a trip here is the landscape.

Sorrento and Piano de Sorrento

From Naples we took the train to Piano de Sorrento and the Secret Garden, our home for a few nights. We were met with winding cobblestone streets that were sporadically marked, if at all. Luckily, locals are helpful, and knowing a few words of courtesy in Italian goes a long way. Getting lost is often a part of the Italian travel experience, and in Piano de Sorrento, espresso bars and the scent of lemon groves will spur you onward. Life seems slow and poetic here—until you head down the street to busy Sorrento.

The walk to Sorrento can jar your nerves, offering only a narrow path for pedestrians while Vespas and cars speed noisily by you. But you'll be repaid a hundred times over with views of the bay and ample shopping and noshing opportunities, as well as the bustle and amenities of a popular tourist destination. With nearby Naples being the birthplace of pizza, you almost can't go wrong in your selection of eateries. Look for wood-fired pizza for the real deal, and at meal's end don't be surprised when the owner brings over a tray of tiny glasses of limoncello, a lemon liqueur native to the region.

Coastal day trip

Hop a bus and pop something to stave off motion sickness for the ride to the quiet seaside village of Positano. The chic little town boasts jaw-dropping views and lovely pastel houses that are movie-set perfect. A glass of wine ordered at one of the numerous cafés along the water will often come with tiny bowls of snacks: olives, little biscuits and seasoned crackers. Here you'll find boutiques that carry stylish and unique clothing and footwear. With the exchange rate, your purchase may be a splurge, but you'll have bragging rights for the life of the garment.

If the switchbacks haven't scared you off by now, get back on the bus to experience Ravello and Amalfi, both reportedly beautiful and well worth the trip. Unfortunately, we ran out of daylight and our stomachs were unwilling to continue the windy path, so back to Piano de Sorrento we went for dinner.

Pompeii

Not to be missed, Pompeii offers a somewhat haunting picture of life in a Roman colony frozen in time. The site of one of the most famous natural disasters in history, Pompeii was buried in the eruption of Mount Vesuvius in A.D. 79. Getting there is easy thanks to the Circumvesuviana railroad, which has a stop right outside of the ruins. Go early to avoid the throngs.

Plan to spend a minimum of two hours at the site, as it takes 25 minutes to walk from the amphitheater to the Villa dei Misteri alone, one of Pompeii's best-preserved buildings. The most popular and unsettling features of the site are the casts of bodies captured where they were found, physically illustrating the horror and fear experienced by the 35,000 inhabitants of the city.

Cinque Terre

Getting from the Amalfi Coast to the Cinque Terre requires a much longer train trip via Rome, yet train rides afford you a view of the countryside and a day of resting weary feet. The Cinque Terre is a remote area of the Italian Riviera featuring five unspoiled Italian villages, each with its own personality: Riomaggiore, Manarola, Corniglia, Vernazza and Monterosso al Mare. We opted to stay in Monterosso, which has a wide variety of restaurant and lodging options as well as lively nightlife.

A key feature of the region is the Cinque Terre National Marine Park, which allows visitors to hike from village to village for a fee of five Euros per day. The hike can be exceptionally steep and the pathway narrow, with toe-curling drop-offs. Individuals who have a fear of heights or don't feel up to a challenging hike can take the train from town to town instead. Yet for those willing to tough it out, the hike can give you the greatest views of each village and the coastline as well as steep hillside vineyards and olive groves. Be sure to wear suitable footwear and carry water.

The longest, most challenging hike stretches between Monterosso al Mare and Vernazza; your best bet is to tackle it when you are fresh and energetic. Other hikes range from 20 to 90 minutes in length and can still be intense. Some tourists remark that during the summer this hike can be especially frustrating due to the large crowds. Consider going off-season for more tolerable temperatures and quieter trails.

At the end of your long day, stop for a dinner of local seafood and a glass of Sciacchetrà, a strong, sweet wine native to the region. Put your feet up and marvel at the beauty of the hillsides you've just scaled, the unique treasure of the Cinque Terre and the undeniable nectar of your sweet life.



PIZZA WITH ARUGULA AND PANCETTA

Authentic Italian pizza has a thin crust and is baked at an extremely high temperature (typically 750°F for about 90 seconds). This recipe has been modified to accommodate standard home ovens.

Makes 2 thin-crust pizzas (4 servings)

Crust

- 1 pkg. yeast
- ½ tsp honey
- ½ cup warm water
- 1 ½ cups all-purpose flour
- ½ T olive oil

Toppings

- 8 oz. smoked provolone cheese, sliced or grated
- 3 oz. fresh arugula
- 2 large Roma tomatoes, chopped
- 6 oz. pancetta
- Extra-virgin olive oil
- Sea salt, ground

Dissolve the yeast and honey in a bowl with ¼ cup warm water. In a separate bowl, combine the dry ingredients first, then add the yeast mixture and the remaining water and mix until the ingredients form a ball. Knead the dough on a floured surface for a few minutes, until the dough becomes smooth and firm. Allow dough to rise, covered, for about 2 hours. Divide the dough in half and knead each ball for a few minutes. Cover and let rest for 1 more hour. Preheat the oven to 500°F or higher (but not broil). For best results, use a pizza stone, preheated in the oven.

Roll dough out thin on floured surface and transfer to pizza stone. Brush or sprinkle olive oil over the top, then cover with tomatoes, smoked provolone cheese and pancetta. Cooking time will range from 5-10 minutes. Pizza is done when crust is crisp and the pancetta is just beginning to brown. Top pizza with fresh arugula and finish with ground sea salt. Serve Italian style with a knife and fork ... no slices!

540 calories, 30g fat, 29g protein, 38g carbohydrate, 2g fiber, 740mg sodium.

LIMONCELLO

Planning ahead is required for this tasty liqueur, but the refreshing results are worth it.

Makes 25 2-oz. servings

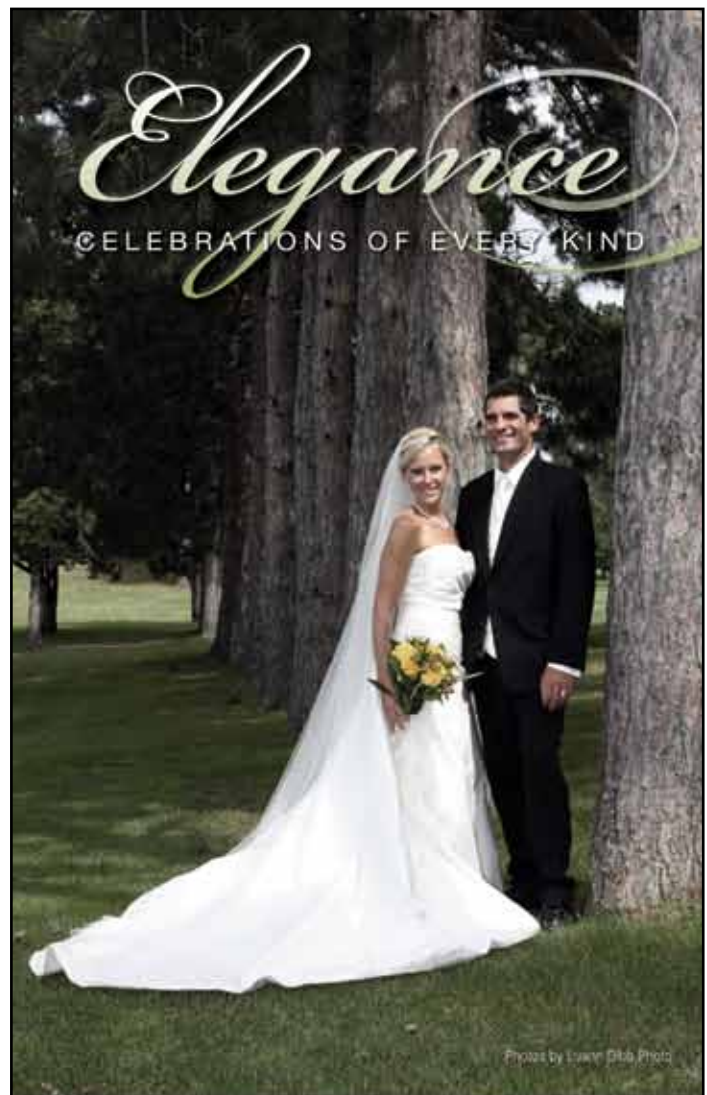
- 8 organic lemons, zested with a fine microplane zester
- 4 cups vodka
- 2 ½ cups sugar
- 3 ½ cups water

Zest lemons and add zest to vodka in a glass jar. Let sit 2 days. On the third day, boil the sugar and water together gently for 5 minutes, cool and add to vodka mixture. Let sit overnight.

Strain out zest, and strain again if zest residue remains (a permanent "gold" coffee filter lined with layers of cheesecloth works well). Fill two 750 ml bottles with the mixture (divide mixture evenly between bottles and top with vodka if necessary). Serve icy cold. ❀

100 calories, 0g fat, 0g protein, 13g carbohydrate, 0g fiber, 0g sodium.

The trip to the Amalfi Coast and Cinque Terre represents a second journey to Italy for Charish Badzinski, who simply can't get enough of la dolce vita.



superb food ❀ attentive service

country club atmosphere ❀ outdoor ceremonies

great for rehearsal dinners ❀ seating up to 300



Restaurant, Golf Course & Banquet Facility

Hwy. 53 N., Holmen ❀ 608.526.4144

www.drugans.com



The Holy Rollers of Westby Coon Prairie Lutheran Church keep their church community well-fed with traditional Norwegian lefse.

CHURCH BASEMENT SECRETS

Area “church ladies” keep traditions rolling and serve their communities.

by **LEAH CALL**
CONTRIBUTED PHOTOS

Church basements throughout the Coulee Region are the places where delicious meals are cooked, fellowship happens and women come together to use their hands and talents to create food and wares that surely have God and the angels smiling. Here, three different area churches offer a peek into their basements to show what traditions and services the women are serving up.

Holy Rollers of Westby Coon Prairie

If you attend a dinner at a Lutheran church in the area, you will most certainly find lefse on the table. Lefse is traditional Norwegian soft flatbread made with potatoes and flour. Generations of area women (and men) have learned and passed on the art of making lefse.

The Holy Rollers of Westby Coon Prairie Lutheran Church meet four times a year to make this Norwegian favorite to serve at church dinners and to sell at fund-raisers.

“We make lefse for Syttende Mai, the Fall Dinner, world hunger booth and the cookie walk,” says Cleo Yttre, the chief Holy Roller.

Each time this group of 25 to 30 dedicated women meet, they turn 50 to 100 pounds of potatoes into 15 to 32 dozen pieces of lefse. And over the years, this group has established an impressive production system.

“I would describe the whole thing as a well-oiled machine,”

says Holy Roller Carol Navrestad.

Fellow roller Lou Ann Engh explains, “We all take potatoes home the night before and cook and rice them. Russet potatoes are the best.”

Though WCP has seven lefse grills in its kitchen, the Holy Rollers bring in other necessary equipment: rolling pins, turning sticks and special cloth-covered pastry boards.

Lefse-making day is a whirl of activity. At one station, three or four women measure potatoes and flour in metal bowls, then work the dough to just the right consistency. “It works best if you knead the dough really well,” says Katherine Anderson. “Then you form the patties.”

The patties, roughly one cup of dough, move on to the rolling stations. “Use enough flour and keep rolling, like you are rolling on a baby’s tummy. You don’t want to push too hard. And you just keep rolling around in a circle,” says Mary Connelly, the youngest Holy Roller at age 43. Mary hands the rolled piece to her mother, Carol, who bakes it on the grill.

Mary and Carol make lefse together at church and at home. “My husband helps, too, at home,” says Carol. “He peels the potatoes and rices them. And then Mary mixes and rolls, and I bake. It’s a family thing.”

With several dozen pieces of lefse perfectly baked, the women break for another Lutheran church basement tradition—coffee hour!

St. Peter's Pie Bakers

St. Peter's Catholic School and Church in Hokah, Minn., discovered a sweet way to make a little dough for its school. A group of women meet regularly in the school kitchen to make pies, which they then sell.

It all started 10 years ago when St. Peter's was asked to bake pies to sell at Applefest in La Crescent, Minn. "We made about 100 pies," recalls Frannie Von Arx, one of the original pie bakers. "We started selling at 8:00 a.m., and by 10:00 a.m. the pies were gone."

Eventually the group sold pies directly from the school. "The first time we did that, we had people waiting at the door for us to get the pies out of the oven," says Von Arx. "Now we sell over 1,000 pies per year."

The pie baking evolved from a once-a-year event to a year-round activity. Von Arx says up to 10 people meet every two or three weeks to make pies. "We make them ahead, about 60 at a time, and freeze them. I make the pie crust. Two people roll the pies out. Three people put the pies together, and another person puts the pies in zip-lock bags and freezes them."

The ingredients are donated, including apples from orchards around La Crescent. In addition to apple pie, St. Peter's sells a variety of pie, including pumpkin, cranapple, cherry, rhubarb, pecan, Splenda apple for diabetics and a special fruit of the forest pie, which is made with rhubarb, apples, cherries, raspberries and cranberries.

"We put a couple pies in every morning," says Von Arx. "We put a pie sign out, and people see that sign and stop to buy a pie. There's a phone number on there, too, so people can order pies."

Prayer Shawl Ministry of Olivet Lutheran Church

There is something special about an item crafted by human hands. At La Crosse's Olivet Lutheran Church on French Island, nearly 30 knitters are involved in the Prayer Shawl Ministry, lovingly creating shawls made in prayer and given to those in need of comfort and solace.

Denise Serres started the Olivet Prayer Shawl Ministry in 2006. "My mother received a prayer shawl when my father died, and I knew how much that meant to her. So I started a group at my church."



Top: Olivet Prayer Shawl Ministry warms those in need with their hand-knit shawls.

Right: ZoeAnn Tockinske and Maggie Heintz of St. Peter's Catholic Church raise money and spirits with homemade pies.



The 28 knitters at Olivet have made 379 prayer shawls and given away 261. Though most of the knitting takes place at home, the women meet once a month in the church library to work on the shawls. A prayer for the receiver goes into every stitch.

Serres says women of all ages are involved—one prayer shawl was even made by an 8-year-old boy. The completed shawls are blessed at a church service and given to those suffering from illness or grieving the loss of a loved one. "Last December we sent 15 shawls to a military base," says Serres. "Usually the pastor will give them out when he goes to the hospital or if someone has died."

Similar prayer shawl ministries take place at other area churches. It's a labor of love and true sincerity. And it's not a simple task. At Olivet, each shawl measures 28 by 60 inches and is made with yarn that is often donated by the knitter herself. On average, a knitter completes one or two shawls per month, though some get the needles clicking faster

than others. Serres suggests that churches interested in starting a prayer shawl ministry can find patterns online.

Whether rolling lefse, baking pie or knitting a precious gift of warmth and comfort, these Coulee Region women unselfishly give of their time and their talents. Serres says she gains something in return. "I've met some wonderful women in my prayer shawl group that I probably would have never met. So I have new friends, and I feel like I'm giving to someone who needs a little help." ❖

Freelance writer Leah Call remembers her own mother's dedication to church basement activities and is destined to become a member of the Holy Rollers.

CELEBRATING A CENTURY

Edna Athnos is the model of a life well-lived.

by **CLAIRE RISTOW-SEIB**
CONTRIBUTED PHOTOS

If you think being 100 years old would be sad and lonely, you don't know Edna Athnos. She has been celebrating life, making new friends and being active in her community for so many decades, you may wonder what keeps her going.

Petite with vibrant red hair to match her personality, she has had the same hair dresser for 50 years (she's now 92)! She's a two-time cancer survivor who has also survived two heart attacks, six bouts of pneumonia and four hip fractures in recent years, spent several weeks recovering in a nursing home each time, then returned to the home she and her husband built on the outskirts of La Crosse. Athnos has lived in this house for the past 73 years. Even though her husband of 44 years has been gone since 1974, she doesn't feel lonesome there.

Living history

Athnos is living history on life in La Crosse, and is a delightful storyteller. But that's to be expected from a schoolteacher who taught a class of 45 in a one-room schoolhouse at age 18. With seven sisters and one brother, Athnos was the only child "elected" to leave home to go on to high school (because she had "a good brain"). At 14 years old, she obtained room and board in La Crosse and started classes in the newly built Lincoln School. After marrying, raising a family and returning to teaching, she earned her bachelor's and then her master's degrees in education—at age 60!



Left: Athnos earned her master's degree at age 60.



Right: Athnos at 96—and she looks just as great at 100.



Edna Athnos, age 18

So much to do

Every Wednesday, several of her friends come to her home for coffee, dessert and to knit. The project they've worked on for the past few years has yielded more than 150 colorful and beautifully crafted sweaters from mostly donated yarn to send to missions in Asia.

Each day, Athnos has family members stop in to check up on her and to visit. With 6 sons, 13 grandchildren, 43 great-grandchildren and 8 great-great-grandchildren, that's a lot of family that cares. When she turned 100 years old in January 2010, the celebration included more than 125 relatives from 12 states, along with dozens of friends she's made in her 10 decades in the area.

Members from her church also stop by to visit Athnos, who is the only living charter member of First Free Evangelical in Onalaska. She marvels at the church's new location with 1,200 members when recounting the early days when the church was founded in 1930 in La Crosse.

Celebrating life

She'll tell the story of how she once "saved her doctor's life" if you ask nicely. Once, when she was in her doctor's office, her doctor, Cheri Olson of Franciscan Skemp, dropped to the floor and stopped breathing. Athnos went to the door and hollered for help. Today, Dr. Olson is alive and well and even helped Athnos celebrate her 100th birthday.

She has outlived all of her siblings, her husband, two children and countless friends, but she seems to pick up new friends along the way with her delightful humor and amazing outlook on life. Edna Athnos has truly had a life worth celebrating. ♣

Claire Ristow-Seib is a registered nurse at Bethany Riverside Nursing Home and met Edna while she recovered from her most recent hip fractures. Claire also celebrates life by singing, boating, golf, exercise, travel and spending time with her family.

AUDIO DESIGNS



- Home Theater
- Car Audio
- Verizon Wireless
- Custom In-Home and Vehicle Installation
- Experienced Service Dept.

WINONA MALL
 1213 Gilmore Ave Suite 13
 Winona, MN 55987
507-452-1965
 Mon-Fri 9am - 6:30pm
 Sat. 9am - 5pm | Sun. 12-4
goaudiodesigns.com

Sound that MOVES YOU!

Franciscan Spirituality Center Presents



Awakening the Soul of the Writer







Lily Pillezzo
author of *Seagull One*

Marilyn Taylor
Wisconsin's Poet Laureate

Ann Hood
author of the bestselling novel *The Knitting Circle*

Tim Bascom
author of *Chameleon Days*

Betty Christiansen
author of *Knitting for Peace*

March 10 - 12, 2011
 Dedicated to Anyone Seeking Wholeness

For more information: 608-791-5295
www.fscenter.org e-mail: fscenter@fspa.org

Franciscan Spirituality Center
 920 Market Street, La Crosse, WI 54601

Bridal Show

"From This Day Forward"
 Sunday, January 30th, 2011
 Noon - 4pm
 Fashion Show 3pm

40 Booths
 with *everything*
 Wedding!!



Signatures
 22852 Country Rd 17
 Winona, MN 55987

soft rock 101.1
 K H M E
www.winonaradio.com



Bethany Lutheran Homes
 A GUNDERSEN LUTHERAN AFFILIATE

Great People Great Care!

Bethany Lutheran was conceived in the hearts and minds of men and women who said, "We need a home for the aging to live in peace and dignity." A dream of over 60 years!

Specializing in independent living, assisted living, memory care communities, skilled nursing and adult day services.

Providing quality, compassionate care; meeting the physical, social, and spiritual needs of those we serve.

Check out our website at www.bethanylutheranhomes.org
 or call 608.779.1702 for locations and support!

ACCOMPLISHMENTS



THE MAC GUYS MOVES TO NEW LOCATION

The Mac Guys has relocated to Three Rivers Plaza, 40 Copeland Ave., Suite 111, La Crosse.

Established in 2000, The Mac Guys has grown into the area's only Apple specialist. They offer sales and service to business and home customers, from single machines to multiple users in cross-platform environments. As an Authorized Apple Service Provider Plus (AASP+), The Mac Guys is the Coulee Region's premier Apple resource, offering both laptop and desktop systems, servers, iPods, Apple TV and all of the peripherals and accessories. Visit them at their new location to see the latest products or visit www.themacguys.net.



TAKE 5 PRODUCTIONS RECEIVES AWARD

Linda O'Connell, owner of Take 5 Productions, received third place for the 2010 Coulee Region Entrepreneurial Initiative Business Plan competition sponsored by the La Crosse Area Development Corporation.

Take 5 Productions is a full-service video production company located in Onalaska. Their services include DVD duplication, home movie transfers to DVD, slideshows, wedding and corporate video production and video editing. Take 5's home movie transfer service includes reel-to-reel film, VHS, beta and camcorder tapes, slides and pictures can be transferred to DVDs. Linda can be reached at 608-790-3608 or www.take5productions.net.



BARBARA SIVERTSON COUNSELING NOW OPEN

Barbara Sivertson Counseling is now open at 115 Fifth Ave. S., Suite 105, La Crosse. Sivertson specializes in *affordable* counseling for grief and loss, abuse, relationships and intimacy, anxiety, depression, eating disorders, sexual identity issues, spiritual concerns, emotional dependence and codependence. Services offered include individual counseling for adult men and women, marriage counseling, group therapy and speaking engagements. Sivertson believes that a heart given space and care may just come to believe that it matters. And a healed heart will love better; that means the world changes, one heart at a time. Call 608-448-5356 for more information.



FRANCISCAN SKEMP HEALTHCARE WELCOMES OB/GYN

Costa Sousou, M.D., recently joined the Department of Obstetrics & Gynecology at Franciscan Skemp Healthcare.

Dr. Sousou earned his medical degree from St. George's University School of Medicine in Grenada, West Indies. He completed an Internal Medicine Internship and Obstetrics & Gynecology Residency at St. Joseph's Hospital in Paterson, N.J. Following residency, Dr. Sousou practiced OB/GYN at Women's Healthcare Group and at Holy Name Hospital in Teaneck, N.J.

Dr. Sousou is board certified by the American Board of Obstetrics & Gynecology and a Fellow of the American College of Obstetrics & Gynecology.



FSH CENTER FOR HEALTH AND HEALING WELCOMES BACK JACQUELINE VAN MANEN, DO

Board-certified osteopathic physician Jacqueline Van Manen, DO, has returned to Franciscan Skemp Healthcare. Dr. Van Manen recently completed a yearlong fellowship in Neuromusculoskeletal/Osteopathic Medicine at Pikeville Medical Center in Pikeville, Ky.

Dr. Van Manen provides Osteopathic Manipulative Treatment, a gentle hands-on approach for acute or chronic pain/diseases of the muscles, bones and joints at the Center for Health and Healing, located in the Onalaska clinic. She welcomes patients of all ages.

Dr. Van Manen earned her medical degree from Des Moines University—Osteopathic Medical Center and is a graduate of the La Crosse-Mayo Family Medicine Residency program.



COULEE REGION WOMEN WINS EXCELLENCE AWARD

Coulee Region Women was honored to receive a Gold Excellence Award from the Minnesota Magazine and Publishing Association at their 14th annual Minnesota Publishing Excellence Awards gala in Minneapolis. This Gold award was for Best Editor's or Publisher's Editorial or Letter to the Readers for a general interest publication with a circulation under 60,000. The winning letter appeared in the "Trials & Triumphs" issue (December/January 2010), and highlighted the perseverance and hope embodied in a postwar knitting group in Bosnia. Editor Betty Christiansen is grateful to have this platform to honor the dignity and determination of so many women in the Coulee Region—and beyond.



SOMETHING OLD, SOMETHING NEW

A mutual respect of culture and roots seals a Pakistani marriage.

by **BETTY CHRISTIANSEN**

PHOTOS BY ROGER GRANT

When invited to a Pakistani wedding, leave your stuffy dress clothes at home. Instead, pull out the brightest scarf you can find, and wear it around your neck with confidence. Better yet, search out a *kameez* (tunic) and *shalwar* (loose pants) in spice-market colors. You'll blend right in to the swirl of jewel tones and silk, music and merriment that mark this Pakistani celebration.

On May 22, 2009, on the eve of their wedding at Christ Episcopal Church in La Crosse, Sana Walter Massey, newly arrived from Pakistan, and Gibran Nasos Augustine, the son of the Rev. Patrick and Myra Augustine of La Crosse, offered friends, family and even neighbors a glimpse into the unique and colorful traditions that surround a Pakistani wedding.

Above: During the prewedding ceremony *Serah Bandi*, the groom is adorned with a golden veil and showered with money by his "sisters."

Right: It is considered good luck for the bride to observe the arrival of her groom secretly from a window.



A perfect match

As with any wedding anywhere, it all begins with a couple coming together. Just how that happens is part of what makes this particular tradition so unique.

"In Pakistan, most of the time, marriages are arranged," explains Sana, "although sometimes it's the couple's choice." She describes her own union with Gibran as "50 percent arranged, 50 percent love," and is quick to add that the plans to marry went forward only after the couple had agreed.

An aunt was the first to tell Sana about Gibran, a kind Pakistani-American man with a good job who also happened to be, as Sana describes with a knowing glance, "a tall, handsome guy."

Sana herself is a good catch. At 25, she had recently come to the United States from Hyderabad, Pakistan, a peaceful and progressive part of the country where women have opportunities for education and careers that are not as easy to come by elsewhere—she, in fact, is a doctor. But women in her region still aren't allowed to leave home alone, and are best accompanied by a male escort. The ability to travel by herself—even just to the YMCA—"is something I've had to get used to here," she says.

The couple got to know each other—she in Pakistan, he in Virginia—through e-mail and texting, and through this communication Sana became more comfortable with her prospective husband. "When we first met in person, I was shy at first," she says, "but he quickly made me comfortable."

Although an arranged marriage may sound questionable to most Westerners, Sana says that honoring the tradition—which commands a deep respect of culture and roots—is part of what makes it successful. "That's why we get along," she says of herself and Gibran. "We have a mutual understanding."

An instant family

With her own family in Pakistan, and unable to travel to La Crosse for her wedding, Sana's in-laws were quick to fill the void and bend tradition—just a bit—to ensure that all parental roles were fulfilled. Gibran's mother, Myra, especially took her under her wing. Myra's own wedding, in Rawalpindi,

near Islamabad, "was totally arranged," she laughs. Yet seeing her and her husband, Patrick, interact, it's clear theirs is a strong and loving union. "Marriage is like a dough," she advises. "You have to work on it every day."

As Episcopalians, the Augustines incorporated elements of both Christian and Pakistani traditions into the wedding celebration. The wedding itself featured icons most Westerners would recognize: a church service, a long white gown and veil, and wedding cake fed to each other. It's the events leading up to the wedding that are richly unique.

East meets western Wisconsin

The festivities begin with the Kharey Lahawai, a ceremonial bathing of the bride and groom in their respective homes (the bride at Myra and Patrick's home; the groom at an aunt and uncle's house).

The celebration continues in the "groom's house" with the Serah Bandi. The *serah* is a flower-dotted veil of golden threads that is blessed, then tied on to the groom's turban by his "sisters" (female cousins, in Gibran's case). Songs and a shower of money accompany the ritual.

Once blessed and still veiled, the groom proceeds to the bride's house on a white horse. The Augustines were pleased to be able to adhere closely to the traditions they cherish—all the way down to securing the white horse, which Gibran rode up the block, surrounded by a swirl of brightly dressed relatives. Sana watched the spectacle from a room upstairs—it is considered good luck for the bride to observe the arrival of her groom secretly from a window. Curious neighbors not-so-secretly observed the colorful procession from doorways and porches, stepping outside to redirect traffic when the need arose.

The groom is welcomed in by the bride's mother and his veil removed. A ceremonial meeting of the bride's and groom's families follows, with gifts exchanged and money



Gibran Augustine and Sana Massey enjoy Mendhi—the Henna Ceremony.

offered by the groom to the bride's family—with much haggling until a satisfactory sum is extracted.

The Henna Ceremony

The evening culminates in the brightest spectacle of all—the Mendhi, or Henna Ceremony. Preceded by bagpipe players, the groom and then the bride arrived at the Concordia Ballroom in La Crosse, walking under a canopy, or *dupatta*, carried by relatives. The two are seated (and per tradition, the bride solemnly keeps her eyes downcast), are fed bites of traditional food, are showered with money and have their hands marked with henna.

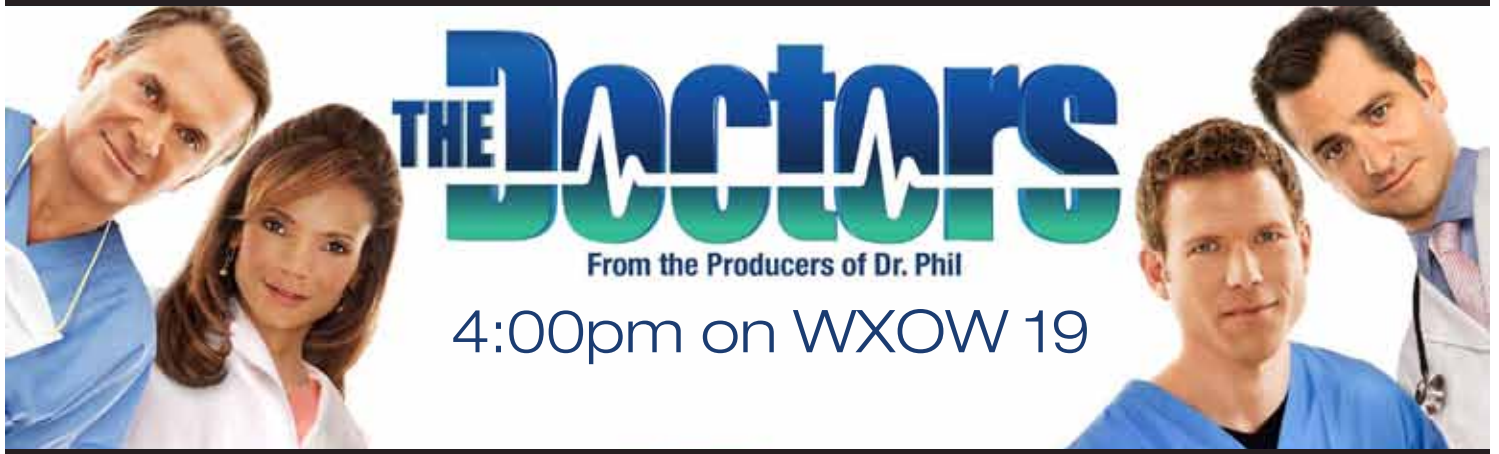
Music, dancing, eating and celebrating follow, as well as a delightful tradition for the women at the festivities, who are invited to have their hands painted with intricate, long-lasting henna patterns. It's a lovely act of women bonding, as well as a relaxing event before the formal wedding the following day.

The events are best summed up by Myra Augustine, the mother of the groom and the one responsible for securing all the authentic details of the ceremonies—including traveling to Pakistan herself to purchase clothing and other items. "It's so meaningful, it gives you pleasure," she says at the end of the evening. ❖

Betty Christiansen was honored to have been invited to the events surrounding the Augustine wedding and enjoyed the glimpse into a beautiful culture.



3:00pm on WXOW 19



Live at Five

5:00pm on WXOW 19



ADVERTISER INDEX

Altra Federal Credit Union.....	48
Audio Designs	41
Awakened Spa.....	25
Beautiful Reflections Salon	17
Bethany Lutheran Homes.....	41
Brilliant Bodywork.....	21
Charter Communications.....	13
Coulee Carpet Center.....	21
Coulee Region Communications LLC.....	18
D.M. Harris Law, LLC.....	17
Decker's Floor to Ceiling.....	31
Downtown Mainstreet Inc.....	22,23
Dregne's Scandinavian Gifts	28
Drugan's Castle Mound	37
Feils Knapp Chiropractic & Wellness Center.....	13
Feist Dental	2
Flooring Interiors	15
Flying Horse Stables.....	15
Forever Young Skincare Clinic.....	10, 25
Franciscan Skemp Healthcare.....	8
Franciscan Spirituality Center	41
Generous Earth Pottery	22
Grounded Specialty Coffee.....	23
Gundersen Lutheran	4
Hidden Valley Designs INC.....	31
Honigs	23
Janet Mootz Photography.....	10
Jo Ba Flat.....	21
La Crescent Tile.....	34
La Crosse Area Builders Assoc.....	28
La Crosse Community Theatre.....	22
La Crosse Radio	18
LARK.....	23
Law Office of Heidi M. Eglash.....	31
Mary Kay - Trudy Swenson.....	28
Mutual of Omaha.....	17
Natural Beauty	25
Overhead Door of the 7 Rivers Region.....	15
Pam Radosen	13
Painted Porch.....	22
People's Food Coop.....	22
PKC Consulting, LLC.....	13
Real Deals.....	21
Satori Arts.....	23
Schumacher Kish Funeral Homes Inc.....	13
Something and More Crafts & Gifts.....	28
Tammy Z's Yoga Studio.....	27
The Pilates Studio LLC.....	27
The Wine Guyz.....	23
The Yoga Place.....	27
Thompson Animal Medical Center.....	15
Touch of Class	18
Travel Leaders	34
Ultimate Insulation	34
Valley View Mall	3
Waterloo Heights Dental.....	47
Westby House	28
Winona Radio	41
Wisconsin Building Supply.....	34
WKBT Newschannel8.....	6
WXOW News 19.....	45

Accomplishments

Barbara Sivertson Counseling.....	42
Coulee Region Communications LLC.....	42
Franciscan Skemp Healthcare.....	42
The Mac Guys	42
Take 5 Productions	42

COMMUNITY CALENDAR

ONGOING EVENTS

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

Children's Museum of La Crosse weekly programming: **Creation Station** for all ages, every Sat. 10:30-11:30 a.m. and 2-3 p.m.; every Sun. 1-3 p.m.

Save-On-Sundays \$1.00 off admission every Sun., noon to 5 p.m.

Book Swap: On the first Sun. of each month, bring a gently used, clean, children's book from home and swap it for a different book from the museum's collection.

Mt. LeKid Climbing Wall open every Sat. 11 a.m.-4 p.m. and Sun. 12-4 p.m.

Wee Move for ages 1-4 with parent, every Wed., 10:30 a.m. **Little Learners** for ages 1-4 with parent, every Thurs., 10:30 a.m.

Coulee Region Autism Society for family members, friends and professionals who care for someone on the autism spectrum. 3rd Wed. of each month, Chileda Habilitation Institute, 1825 Victory St., La Crosse. 6:30-8:30 p.m. Child care available, call 608-519-0883. lax-autismgroup@centurytel.net or autismfyi-lacrosse@yahoo.com.

Coulee Region Professional Women (CRPW) meets the 4th Tues. of each month, Nell's City Grill, 1111 3rd St. S., La Crosse, 5:30 p.m. Madalene Buelow, 608-791-5282.

La Crosse Area Chamber of Commerce monthly breakfast meeting. 2nd Mon. of each month, 7 a.m., Radisson. Admission is \$5 and includes breakfast. www.lacrossechamber.com.

La Crosse Noon Wisconsin Women's Alliance meets the 2nd Thurs. of each month, noon. Contact Dawn Harris, 782-4133, dawn@dmharrislaw.com for more information.

MOPS (Mothers of Preschoolers) meets the 1st Monday of each month, Olivet Lutheran Church, 6:15 p.m. Holly Zeeb, wxyzeeb@centurytel.net, www.olivetlutheran.org/small-groups/mops.

Valley View Kiddie Crew meets the 1st and 3rd Tuesday of each month, Valley View Mall Food Court, 10:30-11:30 a.m., with fun and education experiences for children and parents. www.myvalleyview.com.

Women in Networking and Support (WINS) meets the 2nd Wed. of each month, Piggy's, noon-1 p.m. Kay Buck, 608-791-9253, kay.v.buck@wellsfargo.com.

WAFER Food Pantry, Mon.-Fri. 10 a.m.-12:45 p.m., Mon., Tues., Thurs. 4-8 p.m. 608-782-6003. www.waferlacrosse.org.

CALENDAR EVENTS

Nov. 4-Dec. 23, "In Shades of Gray" exhibit, Pump House, La Crosse, www.thepumphouse.org.

Nov. 26-Dec. 31, Rotary Holiday Lights, 5-10 p.m. daily, 5-9 p.m. Christmas Eve and Christmas Day, 5 p.m.-1 a.m. New Year's Eve, Riverside Park, La Crosse.

Dec. 2-5, *Nutcracker*, 6:30 p.m., Page Theatre, Saint Mary's University, Winona.

Dec. 3, Music Departmental Recital, 1:10 p.m., Annett Recital Hall UW-La Crosse.

Dec. 3-11, *Twelfth Night*, 7:30 p.m. Fri.-Sat. and 2 p.m. Sun., Toland Theatre, UW-La Crosse.

Dec. 4, Holiday Craft Fair and Business Expo,

9 a.m.-4 p.m., Cochrane Fountain City Schools, www.cfc.k12.wi.us or call Karla at 608-687-7200.

Dec. 4, Breakfast with Santa, 8:30-10:30 a.m., www.myvalleyview.com

Dec. 4, Holiday Lighted Parade, 5:30 p.m., Downtown Goodview.

Dec. 4, Holiday Artist Sale, 9 a.m.-4 p.m., Winona Arts Center.

Dec. 4-5, Hixon House Christmas Tour, 429 North 7th St., La Crosse, www.lchsweb.org.

Dec. 4-5, Norskedalen's Old Fashioned Christmas, Norskedalen Heritage and Nature Center, Coon Valley, www.norskedalen.org.

Dec. 5, Pet Photo Night, 5:15-7 p.m., Center Court, Valley View Mall, www.myvalleyview.com.

Dec. 5, Christmas Candlelight House Tour, 3-8 p.m., various homes in Winona area, www.winonahistory.org/wordpress/.

Dec. 10, Music Departmental Recital, 1:10 p.m., Annett Recital Hall UW-La Crosse.

Dec. 10, CPR Holiday Train, 5 p.m. Amtrak Station, 65 E. Mark St., Winona.

Dec. 10-19, *It's a Wonderful Life: A Live Radio Play*, 7:30 p.m. Thurs.-Sat. and 2 p.m. Sun, La Crosse Community Theatre, www.lacrossecommunitytheatre.org.

Dec. 14, La Crosse County Historical Society Spotlight Series Holiday Program, 7 p.m., free admission, held at LCHS Swarthout Museum at 9th and Main St. in La Crosse, 608-782-1980.

Dec. 15-16, String Ties, 7:30 p.m., Pump House, La Crosse, www.thepumphouse.org.

Dec. 17-18, La Crosse Symphony Orchestra, Viterbo University Fine Arts Center, 7:30 p.m., www.lacrossesymphony.org.

Dec. 19, La Crosse Chamber Chorale Concert, 7 p.m., Christ Episcopal Church, 111 N. 9th St., suggested \$5 donation, please bring nonperishable food items to donate.

Dec. 31, Skyrockers New Years Eve Fireworks Display, shows at 6 p.m. and midnight, shot from atop Grandad Bluff.

Jan. 4, Concert of Sacred Choral Music, 7:30 p.m., Cathedral of St. Joseph the Workman, 530 Main St.

Jan. 7, Children's Night Out at the Museum, 5:30-8 p.m., Children's Museum of La Crosse, ages 3-11, \$10 for members and \$15 for nonmembers.

Jan. 14-15, Johnsmith, 7:30 p.m., Pump House, La Crosse, www.thepumphouse.org.

Jan. 14-17, Winter Clearance Sales, Valley View Mall, www.myvalleyview.com

Jan. 18, La Crosse County Historical Society Spotlight Series Presentation on Steamboats on the Mississippi, 7 p.m., free admission, Held at LCHS Swarthout Museum at 9th and Main St. in La Crosse, 608-782-1980.

Jan. 22, UW-La Crosse Jazz Festival, 7 p.m., Valhalla Cartwright Center.

Jan. 22, Eisenhower Dance Ensemble, 7:30 p.m., Page Theatre, St. Mary's University, Winona.

Jan. 24, Women in Leadership Development seminar: "Financial Savvy for Women," Wisconsin Women's Alliance-La Crosse, registration by Jan. 14. Barb Larsen, 608-385-3864 or barb@barbaralarsen.com.

Jan. 26-30, Frozen River Film Festival, Winona State University.

Jan. 28-Feb. 13, *Almost, Maine*, 7:30 p.m. Thurs.-Sat. and 2 p.m. Sun., La Crosse Community Theatre, www.lacrossecommunitytheatre.org.

Jan. 30, Mardi Gras Celebration, La Crosse Center, www.lacrossemaidgras.com.

Jan. 30, SMU 10K Ski Race, ski race at 10 a.m. and skate race at 1 p.m., registration at 8 a.m., Saint Mary's University, Winona.

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

Are headaches ruining your **LIFE?**



Dear Waterloo Heights Dental Center,

I am writing today to express my extreme gratitude to Dr. Ladesic and his assistant Tracey. I have suffered with chronic headaches since I was a child. They got worse as I got older and the last few years had been almost unbearable. I work in healthcare and like most healthcare people I thought of headaches as a "medical" problem, not a "dental" problem. It didn't help that my neurologist thought dental treatment for headaches was absurd. A year and a half ago I was at my breaking point and decided to see what neuromuscular dentistry had to offer. I had tried everything else. At my first consultation with Dr. Ladesic I was embarrassed by all the "yes" answers I had to his questions. Do you have plugged ears? Do you wake with headaches? Do you have sleep apnea? Do you sit with your head forward? I now have an appliance that helps open my jaw. I have been stable now for at least six months. I can't explain the difference this has made in my life. I feel like a new person, literally. I would urge anyone contemplating treatment by a neuromuscular dentist to stop waiting and make the appointment today.

It has saved my life.

Roxanne

Headaches may be helped by neuromuscular dental evaluation and treatment. Let us help treat your headache.

We want to save your life.

Call us today to learn more!

• Family Dentistry • Cosmetic and Neuromuscular Dentistry which includes treatment of TMJ, Headache, Migraines and Jaw/Neck Pain • Snoring and Sleep Apnea Treatment



Dr. Kevin T. Ladesic



(608) 786-0909

1403 Waterloo Ave.
West Salem, WI 54669

ONLY 5 MINUTES FROM VALLEY VIEW MALL!



Dr. Charles W. Flume

www.waterlooheights.com • www.iHATEheadaches.org • www.lacrosse.ihatecap.com

*This is what A+ Checking
looks like.*

This is what Altra does for me.

No minimum balance. No monthly fees.

Altra's highest dividend rate.

Up to \$20 ATM refunds every month.

A+ Checking

Earn **3.00%** APY*

Altra
Federal Credit Union

**La Crosse • Festival Foods Downtown
Onalaska • Holmen • La Crescent • Winona**

800-755-0055 • www.altra.org

*Most people who live, work, worship, or attend school in the area eligible to join Altra. Membership eligibility required. A+ Checking available for personal accounts only. Use of four free Altra electronic services required to receive dividend and up to \$20 per month in ATM fee refunds. Portion of account balance over \$25,000 earns 0.50% Annual Percentage Yield (APY). Non-qualifying accounts earn 0.10% APY. ATM fee refunds available for withdrawals from A+ Checking. Dividends calculated and paid each calendar month on daily balance. Rates shown effective 11-01-10; subject to change monthly. Please contact Altra for complete account details. Federally insured by NCUA up to \$250,000. 