

coulee region women

AREA HOME AND HEALTH MAGAZINE

place of Grace

The Salvation Army

At
Your **Service**

Tami Woods
of the Radisson

YWCA
we shine

Hunger
Task Force

Come for
Supper

LIVING
FOR
LIZ

**OPERATION
HOMEFRONT**

Monday
NIGHT
Meals

**LABA Home Show
Guide Inside!**

Complimentary
FEBRUARY/MARCH 2014
www.crwmagazine.com

Fastbraces® are Fast, Safe, Easy and Affordable



3 Months



8 Months



9 Months



Fastbraces are Fast . . . patented triangular design allows for gentle movement of the crown and the root of the tooth from the very beginning of treatment . . . usually from 3 to 12 months.

Traditional braces are usually square in shape and typically move the crown of the tooth in the first year and the roots during the second year and after.

With 20 years of history Fastbraces are not only safe and affordable but patients experience less discomfort and treatment times are shortened.



Dr. Jon Feist
608.788.3384 • 1.877.788.3385

831 Critter Court • Onalaska, WI

www.feistdental.com



style. your way.

dressbarn

express

hallmark

kitchen
collection

pearle vision




ValleyView
MALL

3800 state road 16 • la crosse, wi 54601
608.781.4700 • myvalleyview.com

A Pennsylvania Real Estate Investment Trust® Property

download the PREIT® malls app





CONTENTS | February/March 2014

coulee region

women

AREA HOME AND HEALTHY LIVING MAGAZINE

39

11 PROFILE

AT YOUR SERVICE

Providing top-notch service is Tami Woods's lifelong passion.

15 PERSONAL & PROFESSIONAL

HAPPINESS IN THE EVERYDAY

Riverfront employees bring their love and lives to work.

19 CAREERS

HERE TO SERVE

For three area women, restaurant service complements a rich life.

22 HEALTHY LIVING

LIVING FOR LIZ

A La Crescent woman's battle inspires a fight against stigma and disease.

25 HOME

PASSION TO PRESERVE

The Bentley-Wheeler house exists to serve under the guidance of seasoned preservationists.

29 NONPROFIT

BUILDING JOB SKILLS AND MORE

YWCA's WE Shine offers area women a chance to polish work skills for future employment.

31 WOMEN IN THE REGION

SERVING THOSE WHO SERVE

Patti Lokken gives back to area military families through Operation Homefront.

33 COMMUNITY

I WAS HUNGRY AND YOU FED ME

Local meal programs serve a need.

36 FOOD

A HEALTHY SERVING

Nutrient-dense "superfoods" serve your body well.

39 RETAIL THERAPY

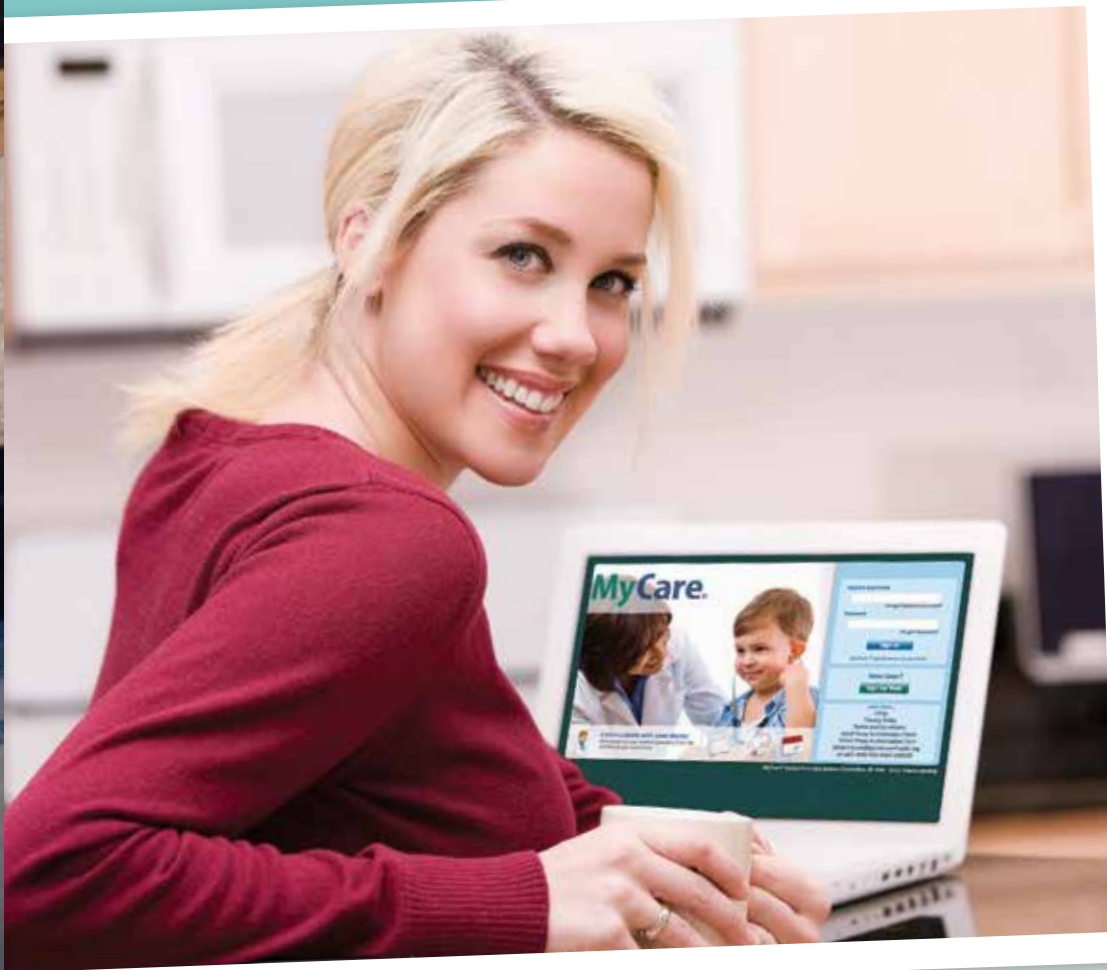
GLAMOUR TO GO

Local merchants serve up style that's going places.

In every issue: From the Editor [6](#) | In the Know [8](#) | Accomplishments [35](#) | Advertiser Index [42](#) | Community Calendar [42](#)

Pictured on cover: Tami Woods, Director of Catering at the Radisson, downtown La Crosse. Photo by Bruce Defries Photography.

On this page: From left: Jordan Krause, Kimberly Bentzen-Tabbert, Joan McDonnell. Photo by Megan McCluskey, Atypik Studio.



MyCare® HEALTH INFORMATION AT YOUR FINGERTIPS

Would you like to be able to schedule appointments, check your lab results and talk to your medical provider all right from your own computer or handheld device? If you're a patient at Gundersen Health System, you can. Simply sign up for MyCare our secure, online medical tool.

MyCare allows you to:

- Contact your provider with non-urgent questions or requests
- View your health summary
- View lab results
- Schedule and view future appointments
- View lists of your allergies, medicines and immunizations
- Order more contact lenses
- View accounts of your children, family members and other who give their permission.

Visit **MYCARE.GUNDERSENHEALTH.ORG** to sign up.



My first job out of college was as an assistant editor for a church publishing house, where I built and honed my copyediting skills on a women's magazine and study materials. I don't think I could possibly have been paid less for the work that I did. But being a frugal girl, I found it plenty to live on, and besides, it felt rewarding in that I believed the work I did was helping people grow in some way. Knowing that women's groups all over the country were religiously using materials I had personally worked on made me feel important, like I was doing work that made a difference.

My next job was as an editor for Hazelden, a well-known addiction treatment center near the Twin Cities with a publishing division. The pay and my title were better, but that's not what drew me there. I'd known—quite closely—people

who had struggled with addiction, and I'd seen firsthand the insanity and hopelessness it brought down on their lives. Here, the promise of helping people with the work I did felt much more personal and immediate, underscored by the fact that many of my coworkers were in recovery themselves, and could point to the one book—*Codependent No More*, for example, or *One Day at a Time*—that had helped them turn their lives around. The transformative power of the printed word came to life before me every day, and I felt I was doing very important work.

These days, as editor of *Coulee Region Women*, I often refer to the work I do as community service, and I mean that seriously. All of us who contribute to the magazine—from writers to sales associates to advertisers—do so out of a hope to connect women in the community to something they need. It may be an inspiring story, such as that of Tami Woods, Elizabeth Holman-Melde or Riverfront employees who serve participants with special needs. It may be a much-needed service, such as a hot meal on a cold night, a job-training opportunity through the YWCA's WE Shine program or support through Operation Homefront. It may be a behind-the-scenes peek at a beautiful home or a rewarding job. Whatever we feel our readers may need—whether information, connection or inspiration—we believe it is our job to serve.

At *Coulee Region Women*, we all feel lucky to have jobs in which we can serve our readers. Together, we create a sense of community that we find immensely rewarding. In that spirit, we offer to you our latest issue of *Coulee Region Women*. Whatever it is you are seeking, we hope to serve it to you.

Betty

coulee region women

AREA HOME AND HEALTHY LIVING MAGAZINE

ISSUE 72, VOLUME 12, NUMBER 6

FEBRUARY/MARCH 2014

PUBLISHER

Diane Raaum

EDITOR

Betty Christiansen

ASSOCIATE EDITOR

Leah Call

DESIGNERS

Lisa Houghton Design

Jaclyn Kronser

MARKETING ACCOUNT REPRESENTATIVES

Carol Schank, Director

Sandy Clark

Claire Ristow-Seib

WEB MASTER

Mader Web Design LLC

PHOTOGRAPHY

Bruce Defries Photography

Megan McCluskey, Atypik Studio

Janet Mootz Photography

DISTRIBUTION

Citywide Marketing Services, L.L.C.

Joanne Mihm

Coulee Region Women is published six times per year by Coulee Region Communications, L.L.C. 816 2nd Avenue S., Suite 300, 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.

©2014 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 300, Onalaska, WI 54650.

E-mail: editor@crwmagazine.com

facebook

Coulee Region Women is 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.

DID YOU KNOW

1" OF RAIN
= 10" OF SNOW.



LEARN SOMETHING NEW
EACH DAY WITH

STORMTEAM



LIKE US

WKBT STORMTEAM 8 WEATHER

FOLLOW US

@NEWS8CORY @NEWS8BILL @NEWS8MICHELLE





EMPTY BOWLS

Generous Earth Pottery invites you to help the hungry at the Empty Bowls event on February 8, 11:00 a.m. to 3:00 p.m., at Best Western Riverfront Hotel on Rose Street in La Crosse. Attendees select their favorite bowl from 1,000 bowls made at Generous Earth Pottery in downtown La Crosse. A \$15 donation includes the bowl and locally made soup and bread provided by a number of local restaurants. All proceeds go to Channel One Regional Food Bank and benefit local people who are struggling with hunger. For more information, contact Generous Earth Pottery at 608-782-3904.



DANCE THE NIGHT AWAY!

Enjoy an evening of elegance and romance at the 24th Annual La Crosse Symphony Orchestra's Valentine Ball, Saturday, February 15. The evening will begin at 5:30 at the Cargill Room at Riverside Center South, 332 Front St. S., La Crosse. Reservations are \$100 per person, which includes a silent auction, cocktails and hors d'oeuvres, a chef-prepared gourmet dinner from The Waterfront Restaurant and music provided by Double Take. The Valentine Ball is the only black-tie gala ball in La Crosse where you can dance the night away! Call the LSO office today 608-783-2121 or email Tracy Fell at tracyf@lacrossesymphony.org.



FREEZIN' FOR A REASON

Take the Polar Plunge on Saturday, March 1, at Pettibone Beach in La Crosse. This annual event allows cool people with warm hearts the opportunity to raise money and create awareness for Special Olympics Wisconsin athletes. It's easy to take the Plunge: Simply register at specialolympicswisconsin.org and begin raising pledges to earn cool prizes. Don't forget to invite your friends, family and co-workers to join your team. Too chicken to Plunge? Check the website for ways to get involved without getting wet. All money raised will benefit Special Olympics Wisconsin athletes in the La Crosse Area and throughout the state.

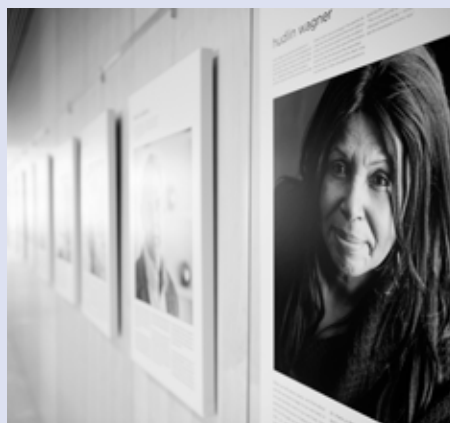
LIVING FOR LIZ EXPO

Don't miss the second annual

Living for Liz Health Expo on Sunday, March 23, 2:00 to 5:00 p.m., at the Lunda Center on the Western Technical College campus in La Crosse. Living for Liz has partnered once again with area organizations to promote healthy living to fight cancer. Attend the presentation at 3:30 p.m. to hear speakers from throughout the area and visit booths from area health providers. This event is free and open to the public. An assortment of light refreshments will be provided. There's even a chance to win some exciting door prizes! Watch for details on livingforliz.com.

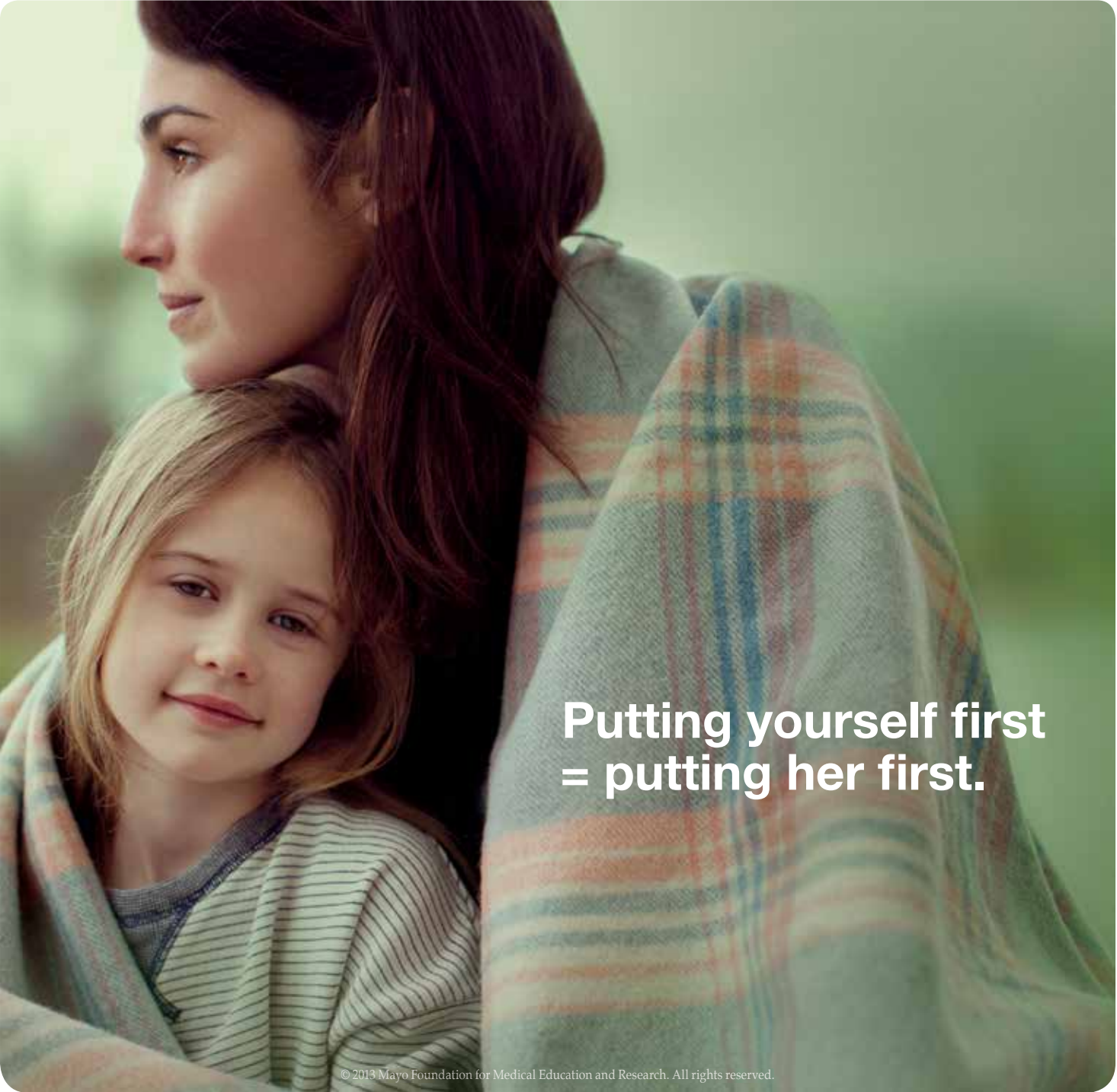


A PEACE OF MY MIND



An upcoming exhibit offers local students, families and organizations an opportunity to explore the meaning of peace and how they can impart peace to help transform the world. "A Peace of My Mind" will be on display at the Viterbo University Fine Arts Center February 23 through March 31. World Services of La Crosse, Viterbo University and the Franciscan Sisters of Perpetual Adoration have partnered to bring this exhibit to La Crosse. The exhibit features the extraordinary stories of

50 ordinary people in response to award-winning photographer and author John Noltner's question, "What does peace mean to you?" The community is invited to view the exhibit throughout its run and to attend an open presentation by Noltner himself in the Fine Arts Center lobby on Thursday, February 27, at 7:00 p.m. Viterbo University welcomes school and private groups to visit the exhibit. To set up group tours, call or email Beth Franklin at 608-796-3735 or bafranklin@viterbo.edu.



Putting yourself first
= putting her first.

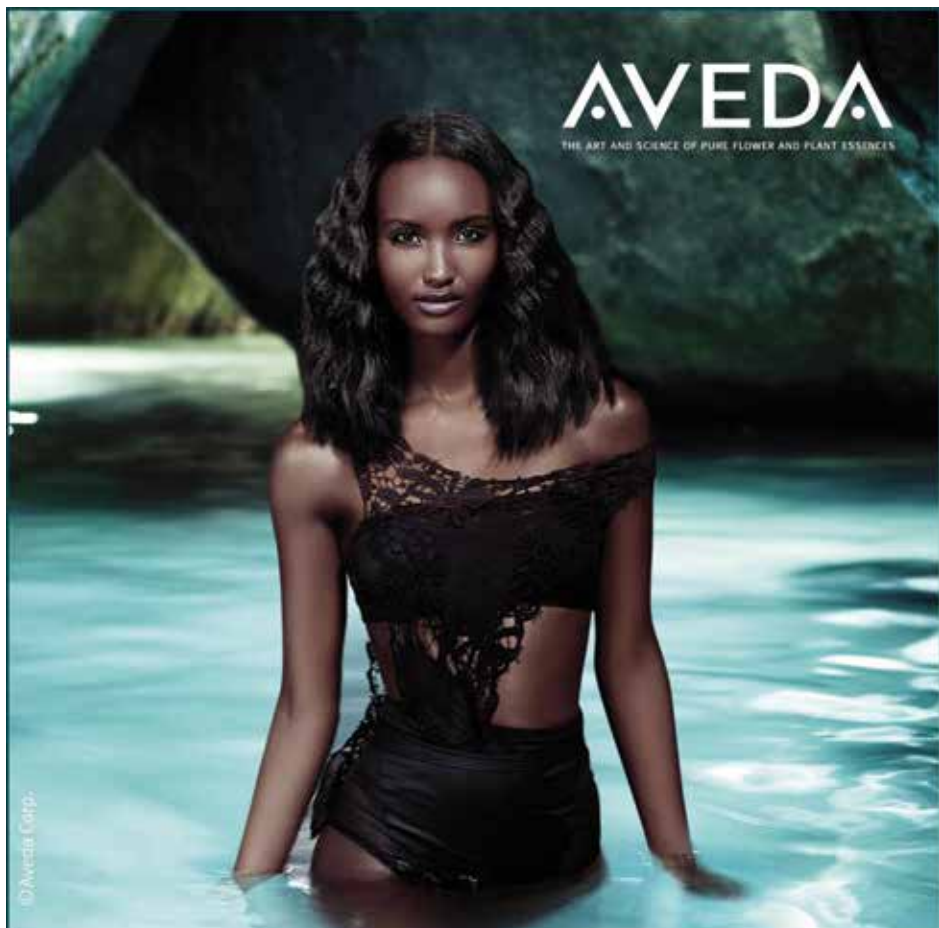
© 2013 Mayo Foundation for Medical Education and Research. All rights reserved.

That's right, heart disease is the #1 killer of women. So take care of yourself and get checked today. We can help. Only Mayo Clinic Health System brings the knowledge of more than 230 Mayo Clinic heart specialists and one of the top-ranked heart programs in the nation right here to La Crosse.

Assess your risk at mayoclinichealthsystem.org/getchecked.



FRANCISCAN HEALTHCARE



A WONDER OF NATURE FOR YOUR DRY HAIR

New dry remedy™ oil-99.9% naturally derived*

Let organic buriti oil from the Tree of Life bring new life to your hair-with daily moisturizing oil. It instantly moisturizes hair by 41%** Use it with the improved dry remedy™ system for more moisture, softness and shine-and a new aroma with organic bergamot, lavender and ginger lily. Try it for yourself.

*From plants, non-petroleum minerals or water.
Learn more at aveda.com.

**After 1 application of daily moisturizing oil in a clinical test.

THE ultimate
salon & spa

2850 Midwest Drive, Suite 101
Onalaska, WI 54650
608.782.8720

www.theultimatesalon.com

\$50 Off coupon for the Thrive Advantage Program!

GUARANTEED RESULTS!*



In a weight loss rut?

We can help you thrive...

Our program is based on fostering healthy, lasting habits that address the "whole body" for incredible results and a happier, healthier, thinner YOU!

The Thrive Advantage will help you to:

- Achieve a restful night's sleep
- Turn up your energy!
- Conquer your stress
- And much more...
- Lose excess weight permanently
- Feel and look younger
- Balance your hormones

Call today for your consultation

608-519-4622

THRIVE
Health Center®

*Results guaranteed when you follow our programs that help you live, look and feel your best!

Download a \$50 coupon at www.ThriveInspires.com/CRWoffer1

831 Critter Ct., Suite 300 | Onalaska, WI

AT YOUR SERVICE



**Providing top-notch service is
Tami Woods's lifelong passion.**

BY LEAH CALL

Photos by Bruce Defries Photography

Tami Woods, director of catering

for the Radisson in downtown La Crosse, encourages others to put her team's service to the test. Radisson La Crosse Catering is a perfect fit for this Coulee Region woman who found her calling in the service industry.

Woods shares the Radisson's "Yes I Can!" service attitude. "Yes, I can do anything within my power to meet or exceed our guests' expectations," says Woods. "We all have that passion—for people, for organizing, for seeing [an event] through to the end."

"In love" with service

Woods made her debut in the service industry 25 years ago as a part-time banquet server for the Radisson while attending the University of Wisconsin-La Crosse for marketing. "The first shift I worked was for 800 people. And at that moment, I knew that I belonged in the service industry," she recalls. "The pace, the people, the excitement, watching an event be put together and orchestrated so beautifully—it was really exciting for me."

Woods today is in charge of the very thing she fell in love with. "I'm fortunate to fall in love with my very first job and to go as far as I have," she adds. "I'm passionate about

"It's a great industry. It is always changing.

"We cater all different areas, to a 90-mile radius," she adds. "We are flexible and adjust to the different venues and needs of our clients. Our job is to make them look good, and we love doing it."

Additionally, Woods has been involved with task forces outside of La Crosse. "I helped open the new Radisson Blu in downtown Chicago two years ago," she says. "It is fun to service a different community but see that most of the wants and needs of clients are pretty common. It's about being flexible and willing to go the extra mile to make it right for the customer and exceed their expectations."

in the local Kiwanis and Rotary clubs and has represented the Radisson at various community functions. She is happy to use her resources and expertise to benefit other civic organizations. "We believe in giving back," she says.

Woods encourages community service with her own family, occasionally taking them with her to community events. In an industry that is open 365 days a year, finding a work/life balance can be a challenge. "That is why I believe in getting my family involved in doing things in the community. Then we are together as a family doing something that benefits other people."



people. I love making things happen. I'm fortunate to be with a team of people and a company that believes in the same purpose—to deliver excellent customer service, to make every event we do a success."

Exceeding expectations

A preferred caterer for the La Crosse Center, Radisson Catering caters events hosting up to 3,000 people. "Our biggest event is the organic farming conference," says Woods, noting the unique challenges of that event. "We are dealing with all-organic food products, doing different ordering procedures. It is fun to serve them and feed them the food they want to be served."

That is just one of many events Woods and her team are busy with throughout the year. They service conferences, holiday parties, weddings and more. The Radisson has its own 10,000 square feet of function space, including two ballrooms, with an additional 100,000 square feet of convention and exhibit space available at the attached La Crosse Center. Radisson Catering also takes its exceptional service on the road to off-site venues including workplaces, private residences, parks and more. This diversity is something Woods loves most about her job.

Serving the servers

As director of catering, Woods oversees approximately 40 people with layers of management in charge of different functions. She feels fortunate to be able to draw employees from Viterbo, Western Technical College and UW-La Crosse. "We get some really amazing young, bright students that we get to watch grow and mature," says Woods. "It's service within the service. We service our customers, but we are also there to service our employees—to help them learn and grow so they are successful. We believe in our people. They are the ones that ultimately deliver service to our guests."

Utilizing temporary help for large events offers an additional opportunity for others to experience the Radisson service culture. "One young woman, a college student who worked with us one summer, couldn't believe how much work goes into setting up a wedding function," recalls Woods. "You are setting tables, putting linens down, china, glass, silver. It is beautiful and fun. And it really is a team effort."

Serving the community

The Radisson service culture extends into the community itself. Woods is involved

Bringing her skills home

Woods and her husband of 20 years, Brian, have two sons, Jake, age 16, and Max, age 12. And you can be sure that these boys know the proper way to set a table. "My youngest son says that when his friends come over, they feel like they are at a hotel because of the way I set the table," laughs Woods. "For me it is instinctive. It is also an education for kids about manners and how to present themselves in a social setting at a table that is set for more than just pizza."

Woods strives to be a leader, a positive role model for her kids, her staff and her clients. For those interested in a career in the service industry, she says, "If you are well organized, love people and don't mind working until the job is done, this is a great industry. Organization is so key. So much is weighing on you to get the details out to the team and make sure they are all correct, so the promise you made to the guest is carried through. Use the resources around you, and know that you can be a resource to others, too." (crw)

Freelance writer Leah Call spent time in the service industry and respects the professionalism of Tami Woods and the Radisson La Crosse Catering team.

THE SHAPE OF THINGS TO COME

For a fit and healthy body, you should eat well and exercise. But what to do about those stubborn problem areas?

Plastic Surgery and Aesthetics at Gundersen Health System brings you body contouring procedures such as liposuction, tummy tuck, breast lift, Skin Tyte™ and more. We'll help you tighten, tone and trim so you can improve your shape and your confidence.

To learn more, go to gundersenhealth.org/body-contouring. To schedule a confidential consultation, call (608) 775-1943.

GUNDERSEN
HEALTH SYSTEM®

Where Caring Meets Excellence

***"When They Can't Be With You,
Let Them Be With Someone Who Cares!"***



Overnight Respite Care
24 Hour In-Home Services
Personal Care
Light Housekeeping
Medication Administration
Errand Running
Activities With Trained Staff
Shower Service
Day Services



*When they can't be with you
let them be with someone who cares*

1062 Oak Forest Dr. - Suite 160 - Onalaska | 413 Osborne Dr. - Sparta
Mon - Fri 7 a.m. - 5 p.m. | 608.519.2306
www.couleeregionadultdaycenter.com



Fuel Efficient. Environmentally Sensible. You'll Love More Miles Per Dollar!

50 YEARS
of Fuel Efficient Choices

Check us out!



www.hondamotorwerks.com

Phone: 877-751-0179



**HONDA
MOTORWERKS**

Downtown La Crosse, WI at 4th and Cameron Streets



From left, Kristin Chapiewsky, Michelle Lesky and Becca Waschek of Riverfront.

Happiness

IN THE EVERYDAY

Riverfront employees bring their love and lives to work.

BY JESSIE FOSS

Photo above by Bruce Defries Studio

A generous spirit, a kind demeanor and a desire to make a difference in people's lives are a few of the characteristics that describe three women who have chosen to devote their professional lives to helping others.

For more than three decades, Riverfront, a local private nonprofit, has been caring for adults with disabilities in Wisconsin and Minnesota. The organization prides itself on providing personalized services to both individuals and businesses. In 2012, Riverfront served more than 1,400 people from its eight offices located throughout western Wisconsin.

Kristin Chapiewsky, Becca Waschek and Michelle Lesky are three Coulee Region women who are part of providing that personalized service.

Kristin Chapiewsky

Kristin Chapiewsky was drawn to work at Riverfront a little more than five years ago. She knew she wanted to work with adults with disabilities in order to help them achieve independence and personal growth.

"My mother works at Lakeview Health Center in West Salem," Chapiewsky says. "So I was exposed to amazing people with disabilities from an early age, and my passion for learning their stories and helping them never faded."

Chapiewsky started her career at Riverfront as a job coach in the production plant. After about a year working in that capacity, she became a service professional, a position in which she is responsible for overseeing and coordinating services for participants. She also does



Left: Kristin Chapiewsky assesses capabilities of Riverfront participants by observing a variety of activities, like Jon Winn's guitar playing. Center: Rebecca Waschek walks with Riverfront participant Carrie Houser as part of her fitness plan in Riverfront's Day Service program. Right: Michelle Lesky job-coaches Riverfront participant Jennifer Saltzman at the Hampton Inn in Onalaska.

consultations and assessments through the Division of Vocational Rehabilitation, a role that has her assessing whether individuals are ready for community employment. She also identifies each individual's employment strengths and barriers.

Chapiewsky, who lives in Bangor with her boyfriend, came to Riverfront after earning her bachelor's degree in psychology at the University of Wisconsin-La Crosse. She is currently furthering her education by attending the University of Minnesota on weekends and working toward her master's degree in social work.

She says her love for the Coulee Region is what has kept her close to home and serving some of the region's residents is the best and toughest part of her job.

"I love listening to their stories and being a part of their adventures," she says. "The hardest part about my job is that I cannot always give the help that is requested and/or needed. But I do my best to be supportive and listen to the individuals with whom I work and to show them someone cares about them."

Becca Waschek

Becca Waschek never planned to stay at Riverfront for long. The job was supposed to be a transitional stop before becoming a missionary. That was seven years ago. She fell in love with the individuals she serves at her job, and she has no plans of leaving in the near future.

During college, Waschek worked one-on-one with a woman with Down syndrome. Waschek loved working with her, so when it came time to start looking for a job post-college, Waschek says working with adults who have disabilities was at the top of her list.

"I remember looking at websites of different organizations that served this population," Waschek says. "When looking through Riverfront's site, I was struck when I read, 'We believe that all individuals have beauty and gifts to offer.' I happily thought, 'I believe this, too.'"

Waschek feels privileged to be able to serve so many incredible personalities through her job. "There is simplicity and a wisdom that I find in the people I serve that I wouldn't even know about without them," she says. "There is a freedom to love, a freedom to be unashamed about who they are and a happiness in the everyday."

"One of the best feelings I have ever felt is suddenly breaking thorough and sharing someone's world, after weeks, months, maybe years of serving them." She adds that her clients have made her a freer,

more confident person because of the time she has spent with them.

Waschek job doesn't come without its challenges. She says there are always more needs that can be met when working with a vulnerable population.

"Regardless of all that is accomplished in a day, it is easy to focus on the things that were not accomplished, or the things attempted that did not go well," she says. "That is a challenge."

Outside of work, Waschek, who lives in La Crosse, stays busy with her church, La Crosse Christian Church.

Michelle Lesky

A change in careers brought Michelle Lesky to Riverfront nearly 17 years ago. Two personal experiences made Lesky realize she wanted a career where she felt she was making a difference in people's lives.

While working as a cosmetologist, Lesky cut the hair of a young gentleman with a disability. "It took a lot of patience to cut his hair, and I absolutely was amazed by him because he was so smart and made me feel so happy," she says. She says the two of them really connected, and Lesky really understood the man.

Lesky also had a premature baby who stayed in the hospital for many months. Caring for her daughter, who had many special needs after being born prematurely, also led to Lesky's career change.

Currently, Lesky is a lead community employment service associate. Her job allows her to act as a mentor to new Riverfront service associates. She supports participants with on-the-job coaching, and educates employers about opportunities to support individuals with disabilities.

Prior to her current role, Lesky worked in the role of service professional. Two years ago, she decided to step down from that position because she knew she needed to be doing direct care and educating others using her years of experience.

"I feel like a rock star every day at work," she says. "Do you know many people who do?"

Lesky lives in La Crosse with her husband, daughter and two dogs. She also has a son who recently finished school at Western Technical College. [\(crw\)](#)

Jessie Foss is a freelance writer who lives in La Crosse. She always enjoys meeting people in the Coulee Region who have decided to devote their professional lives to helping others.

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

Experienced • Dedicated • Compassionate



Dawn Marie Harris, Attorney



Dawn M. Harris
Attorney

Over 20 years of 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

Offering a highly confidential environment for the treatment of anxiety,
depression, anger management and relationship distress.
Serving adults, families, children and couples.



205 5th Ave S Exchange Building Suite 308 La Crosse, WI 54601
PH 608.785.0011 FX 608.785.0045 www.heartjourneylx.com

Cindy Ericksen, MS, LMFT



Reflect YOUR YOUTH



Do you have vibrant skin and want to retain that youthful, healthy glow for life? Or do you wish you looked ten years younger so your skin could match how young you feel inside? Either way, NeriumAD® has you covered!

NeriumAD begins to work from day one, but you will see remarkable improvements in your skin's appearance through continuous use. Ultimately, we know you want lasting results. That's why NeriumAD is an ongoing choice, a daily ritual that will help you achieve youthful looking skin. No matter how young or old you are, great skin begins with NeriumAD. Are you ready to reflect your youth?

Give us ONE year, and
NeriumAD will give
you TEN back!



Distributors in the area

Diana (Director)	608-769-5846	La Crosse Area
	608-399-1622	
Rachal	608-769-7224	La Crosse
Deb	608-792-6023	West Salem
Leanne	608-792-0681	La Crosse
Erin	608-792-9035	La Crosse
Juanita	608-317-0008	Mindoro
Laura	507-313-9384	Winona / La Crescent
Martha	608-738-2166	La Crosse
Amy	319-350-1012	Iowa
Jody	563-880-1965	Iowa



Dreaming Up the Ideal Retirement Is Your Job. Helping You Get There Is Ours.

It's simple, really. How well you retire depends on how well you plan today. Whether retirement is down the road or just around the corner, the more you work toward your goals now, the better prepared you can be.

Preparing for retirement means taking a long-term perspective. We recommend buying quality investments and holding them because we believe that's the soundest way we can help you work toward your goals. At Edward Jones, we spend time getting to know your retirement goals so we can help you reach them.

To learn more about why Edward Jones makes sense for you, call or visit today.



Amy J. Stodola, AAMS®
Financial Advisor
1212 Horton Street Suite 102
La Crosse, WI 54601
608-788-2668



Margaret A. Severson, AAMS®
Financial Advisor
520 North Main Street Ste A
Viroqua, WI 54665
608-637-7233

Edward Jones
MAKING SENSE OF INVESTING

Member SIPC



LISA TODD

Now Available at

Touch of Class

312 Main Street • La Crosse, WI 54601

608.784.2640 or 877.784.2630

www.shoptoc.com



**New Location.
New Classes.**

Classic & Men's Reformer • Barre Classes • Weekend Classes



The Pilates Studio...Where STRETCH Happens!

608-781-2656 • www.pilatesstudiolax.com



YOUR ONE STOP REFILL SHOP

Full Circle Supply is your local one stop refill shop for natural & organic personal care & cleaning product needs.

Refill containers from home or purchase a container from us.

Fill containers over and over again to reduce plastic waste!

Introducing Full Circle Baby and Home!

Your local retailer for eco-friendly baby products and home goods.

From cloth diapers to cutting boards, we've got you covered.

Visit us on Facebook or at our website

www.fullcirclesupplylax.com

608-519-2110 • 1507 Losey Blvd S - La Crosse

fullcirclesupplyinfo@gmail.com

Meet your future *with confidence.*

Call us today at 608.783.2639 to get started.



Confident Retirement® approach



Moriah A. Cody

Financial Advisor

moriah.a.cody@ampf.com

ameripriseadvisors.com/cmoriah.a.cody

500 2nd Street South, Suite 101

La Crosse WI 54601

608.783.2639



Hanson & Associates

A private wealth advisory practice of
Ameriprise Financial Services, Inc.

Confident Retirement® is not a guarantee of future financial results. Brokerage, investment and financial advisory services are made available through Ameriprise Financial Services, Inc. Member FINRA and SIPC.

© 2013 Ameriprise Financial, Inc., All rights reserved.



Here to Serve

For three area women, restaurant service complements a rich life.

BY DEBORAH NERUD
Contributed photos

They approach with a warm smile and an expertly balanced tray—restaurant servers truly work to serve. For the dedicated ones—and you know who they are—serving customers is an extension of themselves, an embodiment of a commitment to helping others. As three local women show, service is not as much a job as it is a way of life.

Food, history and family

Beth Hall has lived an adventurous 32 years in pursuit of education, family and good food. Hall, who lives in La Crosse with her husband, Sam, and their children, Johanna (5) and Charlie (2), is a server at The Waterfront Restaurant and Tavern.

Originally from Maine, Hall moved to Wisconsin as a child. She met her husband in DePere, when both were working at a restaurant (he cooked, she served). She earned her associate's degree in liberal arts at Minneapolis Community and Technical



*From top: Beth Hall, The Waterfront Restaurant and Tavern;
Abigail Jeffers, Hackberry's Bistro;
Amy Mader, Cedar Creek Golf Course.*

College, but found that her real passion lay with history and archaeology.

"My mom influenced my interest in history," Hall says. "She was really interested in history and genealogy and took us on a lot of antique tours that involved the mantra 'look, but don't touch.'" Hall earned her bachelor's in archaeology at UW-La Crosse in 2005 and worked at the Mississippi Valley Archaeology Center in 2008, The Waterfront in 2009 and at Ft. McCoy in 2010 as a Cultural Resources Management Field Technician.

Amid these career moves, Hall's daughter, Johanna, was born in 2008, and was found to be deaf at birth. She had cochlear implants at 10 months, and the couple learned American Sign Language, starting with the baby sign language course offered by The Parenting Place. Through the deaf mentor program offered by the Wisconsin Educational Services Program Deaf and Hard of Hearing Outreach, they were able to connect with other families and a deaf mentor. Hall is now secretary of the organization, sits on the board for Wisconsin Families for Hands and Voices and mentors other parents of hearing-impaired children.

Hall spends days at home with her son and pursues her passion for food at The Waterfront. "Everyone there takes food pretty seriously," she says. "Everyone appreciates the convivial nature of preparing, serving and eating food from scratch." She also enjoys the variety and movement that serving involves. "With service, you meet lots of different people; where else could you meaningfully connect with a complete stranger?"

Food, history, and family thread through the pages of Hall's story. And while she would like to return to archaeology someday, this home gardener with an interest in heirloom seeds imagines a dream job as a professional organic vegetable farmer with a yard full of chickens. She states, "I like to be outside, I like getting my hands dirty and I love to eat. As long as I can do that, and pass it on to my children, I've done my job."

Help, love and a hello

Like many working mothers, 33-year-old West Salem native Abigail Jeffers is a force to be reckoned with, empowered by a drive to help others. Jeffers's day jobs are both in service, as a server at Hackberry's Bistro in La Crosse and as a case manager at the Salvation Army. "It's a part of who I am," says Jeffers. "I have to do something that helps people in some form or function."

Her sojourn in service began 13 years ago at the Salvation Army Thrift Store, where she sorted clothes, then transitioned to the shelter to become an intake manager. While on maternity leave in 2006, she was asked to manage the shelter—while serving at Hackberry's and studying social work at Viterbo University. Undertaking the rigorous demands of student life, motherhood and two jobs, she earned her associate's degree in management at Western Technical College in 2010. Her service jobs have continued to intertwine; she has served and managed at Hackberry's, and has continued her work at the Salvation Army.

Jeffers future plans include further service. She expounds on her business plan for an at-risk youth intervention bus, a transport system that would encourage kids to get off the streets and demonstrate that

"there are options for kids that need focused attention." Jeffers knows she can deliver what people need most: "help, love and a hello."

For Jeffers, the Salvation Army is "her heart job," where "I get to help people when they need it the most." Yet "it's the environment, the energy, the great customers and co-workers and the sense of community that makes Hackberry's so enjoyable." The flexible scheduling allows for a good work/life balance for the sake of her daughter, Sunny.

Jeffers's love of family and desire to make the world a better place are evident in her smile; she "enjoys the adrenaline rush and energy" that service brings and imagines her life to be spent doing what she knows she does best.

Fashion, design and service

For Amy Mader, fashion, design and service are the passions that have kept her pantry stocked and her artistic desires well-fed. The La Crescent, Minn., native's long history of service began at Gianelli's Italian Restaurant in La Crosse (in the historic Powell building); as a 16-year-old busgirl, she was instantly hooked on the fast pace of the food service industry.

Serving and bartending best paid the bills when Mader, at age 18, enrolled at the Fashion Institute of Design and Merchandising in Los Angeles. She served through her time at the Lothian School of Fashion Design in Minneapolis and at UW-Stout, where she received her degree in apparel design and manufacturing. When asked about her design influences, Mader states that she was—and remains—"really inspired by Stevie Nicks, leather, motorcycle wear and Native American art."

Mader's passion for design and handcrafted artisanal work now appears in her pottery, stained glass and interest in interior design. This new interest developed with the rehabilitation of her 1916 prairie-style home (a project she shares with her partner, Travis Tippery, a carpenter), which recently received a La Crosse County Historical Society plaque.

As bar and grill manager at Cedar Creek Golf Course in Onalaska, Mader's dynamism and energy radiate from her laugh and her assertive manner. She prefers bartending over waiting tables, and thrives on the urgency, fast pace and demand for accuracy that comes with a thirsty crowd. "You've got to be callused and accustomed if you're going to survive this job," she says. "I love it." Mader also recognizes that her high-stress position requires time to decompress, which she does at Root Down Yoga in La Crosse.

For Mader, the best part of the serving culture is the constant change. "There's never a dull moment—whether it's something positive or negative, or just an evening of complete chaos, at the end of the day, it's the discussion of the shift that really brings the staff together. You begin to function like an awesome, dysfunctional family, and it's fantastic." Mader doesn't see her life without some sort of service involved. "There's a high level of acceptance and universality in this job—you find compassion in all walks of life that you encounter while waiting on a table or serving a drink." *(crw)*

Deborah Nerud began her customer service career at the age of 15 as a Certified Subway Sandwich Artist, and has spent her life since then in the service of others.



STODDARD 608-457-2100
 DE SOTO 608-648-2130
 FERRYVILLE 608-734-3440
 (S) LA CROSSE 608-788-6300
 HOLMEN 608-781-9095
 SPARTA 608-269-1277
 WESTBY 608-634-2311
 (N) LA CROSSE 608-784-8900
 COON VALLEY 608-452-2828



BANGOR 608-486-2356
 BARRE MILLS 608-786-2999

www.riverbank.biz

Feel like you're **juggling** a lot for others?



Let us take care of you!

- Well-woman exams and screening
- Family planning options
- Infertility evaluation and treatment
- Obstetrician and midwife care
- Incontinence evaluation and treatment
- Surgical gynecology services
- Midlife and menopausal care

Stop juggling and take time for yourself...
Winona Health's Women's Health Center
 understands your unique needs. Learn
 more at winonahealth.org/women.
 To make an appointment, call 507.457.7701.

WH Winona Health

859 Mankato Avenue • Winona, MN • 507.457.7701

SCHUMACHER
 Funeral and Cremation Services | KISH
 "Our Family Serving Your Family"

Let Us Help You Celebrate a Life

Traditional • Cremation • Preplanning

La Crosse 608.782.1252
 La Crescent 507.895.2518
 Onalaska 608.781.5623
schumacher-kish.com

Which circle would you rather run in?

Wells Fargo Advisors' unique *Envision* planning tool helps us get to know your specific needs and goals in order to create your tailored investment plan. Monitoring your progress is easy.



You'll always know if you're on track to reach your financial goals. Find out how having an *Envision* plan can help you live the life you planned. Call today.

Neuman-Fortun Investment Group



Joshua Fortun
 Financial Consultant

Rose Tydrich
 Client Associate

Edward Neuman
 Financial Advisor

3628 East Avenue South
 La Crosse, WI 54601
 608-788-9800

www.wfadvisors.com/neuman-fortun

Investment and Insurance Products: ► NOT FDIC Insured ► NO Bank Guarantee ► MAY Lose Value

*RESULTS ARE BASED ON A SURVEY CONDUCTED BY HARRIS INTERACTIVE FROM JUNE-JULY 2011 AMONG 1004 INVESTORS WITH FINANCIAL ADVISOR RELATIONSHIPS. **THESE FINDINGS ARE PART OF THE WELLS FARGO-GALLUP INVESTOR AND RETIREMENT OPTIMISM INDEX CONDUCTED FEBRUARY 3-12, 2012 FROM A SAMPLING OF 1,022 RANDOMLY SELECTED INVESTORS. NOT INDICATIVE OF FUTURE PERFORMANCE OR SUCCESS. NOT REPRESENTATIVE OF THE EXPERIENCE OF OTHER CLIENTS. Envision® is a brokerage service provided by Wells Fargo Advisors, LLC. ©2012 Wells Fargo Advisors, LLC. Member SIPC. Wells Fargo Advisors is the trade name used by two separate registered broker-dealers: Wells Fargo Advisors, LLC and Wells Fargo Advisors Financial Network, LLC, Members SIPC, non-bank affiliates of Wells Fargo & Company. All rights reserved. Envision® is a registered service mark of Wells Fargo & Company and used under license. 0312-1323 [88511-v1]

LIVING FOR LIZ

A La Crescent woman's battle inspires a fight against stigma and disease.

BY SHARI HEGLAND

Contributed photos



Left: Elizabeth Holman-Melde is the inspiration for Living for Liz, a local nonprofit created to raise awareness of lung cancer. Right: LizFest, one of the organization's main fundraisers, is held each summer in La Crescent, Minn.

Pop quiz: What kind of cancer kills more people each year than breast, colon and prostate cancer combined, but receives only 5 percent of the amount of federal funding dedicated, per patient, to breast cancer research?

How about some hints:

- This type of cancer is often not diagnosed until it reaches stage 3 or 4.
- It will strike 1 in 14 people.
- And it is one of the only types of cancer with a stigma that blames the patient.

Did you guess? It's lung cancer.

But the family and friends of La Crescent, Minn., native Elizabeth Holman-Melde are working hard to change some of those statistics and

characteristics through Living for Liz, a local nonprofit organization created in 2012 in her honor.

The inspiration

An active former high school athlete with a wicked sense of humor and a close group of friends, Holman-Melde caught a cold over the weekend of July 4, 2011, with a cough that just wouldn't go away. Over the rest of the summer, she was treated for bronchitis, and then for pneumonia, says her mother, Monica Holman. "The doctors never thought to test for lung cancer," she says.

But that is exactly what had struck the vibrant 25-year-old, who had been married for just a year.

"Most lung cancer diagnoses are made accidentally while looking for something else," Holman says. "The symptoms don't present until stage 3 or 4."

On Sept. 22, doctors determined that Holman-Melde had stage 4 lung cancer. "It had already spread to her lymph nodes, and about a week later, they found it in her hip bones," her mother says.

Holman-Melde was among the 15 percent of lung cancer patients who have never smoked. Another 50 percent are former smokers who had quit. Lung cancer is one of the most deadly cancers, with a five-year survival rate of only 15.6 percent, which hasn't improved since 1971. Yet Holman-Melde and her husband, Matt, found little information to guide them through the battle.

"One of the things that spurred starting Living for Liz is that when she was first diagnosed, at the first visit to the cancer center, they found a whole wall of information about breast cancer, but only four things on lung cancer," says Holman. "The more we can get rid of the stigma that smoking has with lung cancer, I think more people will talk about it."

Making a difference

Raising awareness and erasing that stigma is one of the key goals of Living for Liz, which in the last year has already contributed \$25,000 locally to cancer research efforts at Gundersen Health System and Mayo Clinic Health System, along with developing a program to provide gas cards to aid lung cancer patients in traveling to treatments.

The funds have been raised through events such as November's Bet On a Cure for Lung Cancer casino night and LizFest, an event originally conceived as a motorcycle rally that added games, food and entertainment. "We wanted to have a celebration of life/fundraiser," Holman says, "and it turned into a full-blown festival."

Another focus for the organization is healthy living, which they

promote through the Living for Liz Facebook page and with an expo dedicated to healthy living choices. This year's expo will be 2-5 p.m. on Sunday, March 23, at the Lunda Center at Western Technical College. It is free and open to the public. Representatives from Gundersen Health System, Mayo Clinic Health System, the La Crosse County Department of Public Health and other organizations will be on hand.

Support and love

While information and federal funding for lung cancer research may be in short supply, Holman says there was no shortage of community support and love for Liz or for the organization her fight inspired.

"We never lacked in support from people in the community. We were overwhelmed from the start at the love and generosity," Holman says. "The number of people she touched, and who touched her, was incredible."

Holman-Melde lived just seven months after her diagnosis, but her influence continues through the organization her family and friends hope will be able to change the things that make lung cancer such a tragedy.

"Even though she fought every day to the very end, she knew what the ugly statistics were," Holman says. "One of the phrases she coined is that 'it's not OK.' The statistics around lung cancer are not OK."

More information about Living for Liz, its events and links to lung cancer resources can be found online at livingforliz.com. 

Shari Hegland is a freelancer writer and editor from Holmen.



Get your color fix.

Imagine your world awash with color-rich, gorgeous shades that'll make you look twice. I'm talking sheer mineral makeup that glides on and stays on. And fearless looks that are ready to wear anywhere. Ask me about ideas that'll awaken your inner makeup artist!

MARY KAY

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

Silhouette shoppe

by Prosthetic Laboratories



Comfort & Confidence

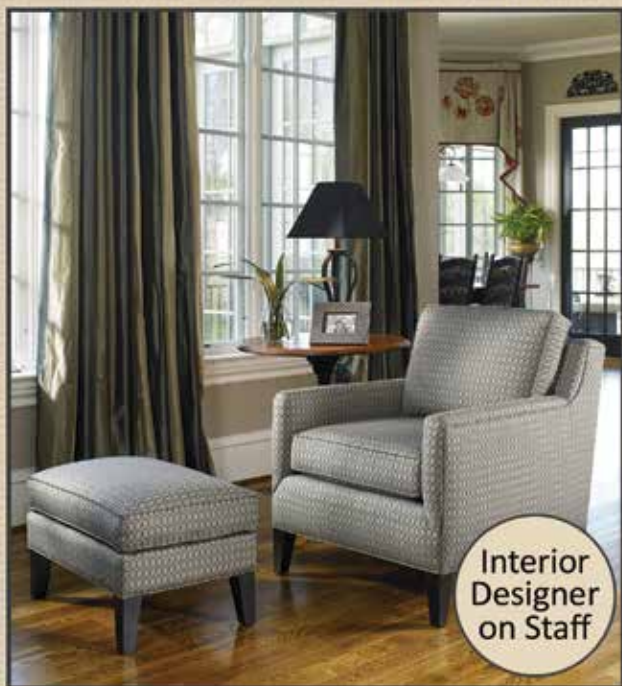
Introducing the Soft Shape T-Shirt Bra. With ultra soft molded foam cups, this bra offers a smooth, polished look under clothing with a comfortable feel. Feel confident once again.

We proudly carry



Call for your appointment today!
608.781.4565 • 866.280.2645
3440 Losey Blvd South - La Crosse

Welcome to The Board Store Furniture Showrooms



524 Copeland Ave | La Crosse, WI 54603
608.784.2746 | 800.944.7655 | theboardstore.biz
Hrs. M-F 10-6; Sat 8-4; Sun Closed



WHEN YOU NEED MORE FROM YOUR There is a difference in a locally owned, independent pharmacy. **PHARMACY**

One-on-one care. Cass Street Pharmacy is an important part of your healthcare team with their individualized approach. They work with **you and your doctor** to make sure your medication is filled accurately, is safe with all your other prescriptions and is used correctly. You are so much more than a customer. Experience personalized care and Ask your doctor to send your prescriptions to...

When you need more
from your pharmacy



**Cass Street
PHARMACY**

528 Cass Street
La Crosse, WI 54601
(608) 784-9922

Serving you for 25 years!
www.CassStPharmacy.com

TAKE II
staging & redesign




Your Furnishings...Our Design
A fresh new look for any room, all in less than a day!

www.take-ii.com
608.385.5479

Interior Redesign, Real Estate Staging, Blended Family Redesign,
Move-In Services, Downsizing and More!

HACKBERRY'S *Bistro*

Hours:

Mon.-Weds. 11 a.m. to 7 p.m.
Thurs.-Sun. 8 a.m. to 7 p.m.

M-F Happy hour 4 to 6 p.m.
weekly drink and appetizer specials



above People's Food Co-op,
downtown La Crosse

www.pfc.coop • 608.784.5798 ext. 2002
[@pfccoop](https://twitter.com/pfccoop)





PASSION TO PRESERVE

The Bentley-Wheeler house exists to serve with the guidance of seasoned preservationists.

BY HEIDI GRIMINGER BLANKE

Photos by Janet Mootz Photography

Jay Lokken and Ken Riley are serving the Coulee Region in a unique way. This pair of historic preservationists is doing so brick-by-brick and tile-by-tile, purchasing dilapidated homes and bringing them back to life. Their current home, the Bentley-Wheeler house at 950 Cass Street in La Crosse, is a testament to their commitment.

Pioneering on Cass Street

When Lokken and Riley purchased their house and the adjoining guesthouse 14 years ago, the beauty was concealed. “When we bought it,” says Lokken, “it was seven apartments here, then two next door.” They bought the buildings nearly sight unseen, as they’d never viewed the complete interiors. “We’d done tons of research at the library. We knew the builder; we knew it was solid and the bones were really good; we could tell it had good potential. We tend to root for the underdogs, anyway.” Pausing, he admits, “All of our friends and family told us we were certifiable” for taking on such an overwhelming project.

Now known as the Cass and Tenth Street Residential Historic District, the four-block neighborhood was undesirable when Lokken and Riley purchased the house. The area “was pretty much student rentals,” explains Riley. “This was known as the gray area of town, very

questionable, that’s why so many of our friends and family thought we were crazy. Even though we restored the house three doors down, that wasn’t considered as gray as this area.”

Lokken explains further: “For the first time since 1945, the move is back into city centers and away from the ‘burbs. We saw that starting to happen. Young professionals and retired people wanted to be in the city center; they wanted smaller lots; they wanted character and a sense of history. We saw that and, at the same time, we saw this diamond in the rough. We knew it needed to be saved.”

Both men have always been interested in older homes, though from opposite directions. Lokken is a La Crosse native who “grew up in an old house on the North Side and learned to love old houses.”

Riley, on the other hand, grew up watching old homes being razed for new construction. “My family owned a construction company, and I would watch old homes be demolished, and every time it made me almost literally sick. My passion was ignited at an early age, so I knew that when I grew older, that’s what I wanted to take on. When Jay and I got together, it was the perfect combination related to historic preservation.”



On page 25: The crowning glory of the Bentley-Wheeler house is its third-floor ballroom. Above: Well-preserved woodwork, gleaming floors and a combination of traditional and contemporary furniture give the house its grand character. Treasures like an ornate cake light (top right) and child-themed tiles on a nursery fireplace provide historic details.

Having a vision

Lokken and Riley are quick to point out that many renovation projects are not as overwhelming as they seem. Lokken clarifies, “What we found is that you have to get back to the bones. Somebody came in and glued carpet down on the hardwood floor and put in a 1970s kitchen. People see that and don’t realize that’s just an aesthetic thing. A lot of it isn’t a big deal.” He emphasizes the need to go “back to what the architect originally thought.”

Riley continues on that theme. “It seems overly simplistic, but it’s opening your mind. We have acquired properties over the years that other people wouldn’t touch,” but, after cleaning and painting, “people don’t even recognize it. Close your eyes and imagine what it would be like if you can get past the clutter and the dirt. If you can get past it, you can acquire some absolutely phenomenal properties.”

Their dedication did the trick. Riley says, “When we took on this monster, it really gave people the incentive, the hope that if we could muster this giant thing and bring it back, they could tackle other projects. You could just see younger families with children moving back into the neighborhood and taking care of things and single, professional people taking on construction projects. That just gained speed and momentum each year after we started. This neighborhood has been completely regentrified.”

Being at home

Lokken and Riley applied their magic touch, imbuing care and concern into all parts of the house. Step through the double front doors, and a welcoming warmth exudes. Despite the home’s 12,000 square feet, it is cozy.

Both men enjoy relaxing in what was once the Ladies’ Parlor. Coffee cups in hand, surrounded by gleaming woods, polished tiles, and sparkling original light fixtures, it’s easy to forget the strength and dedication necessary to restore a home of this magnitude. Modern appliances and some contemporary furniture are tempered

by hints of the past, like the child-themed tiles on the nursery fireplace, the carved banister, and the inlaid wood floors. On the second floor, a warren of rooms weaves from back to front and side to side, the result of an addition in the early 20th century. At every turn, Lokken and Riley relate a tidbit of history or a plan for a room’s future.

The crowning glory is the third-floor ballroom, an open space with a high ceiling, a small stage, and, for convenience, a bathroom and kitchen added during renovation. Both men agree it’s another of their favorite spots in the house.

Preserving community

Lokken and Riley’s interest in preserving the past extends beyond bricks and mortar, resurfacing as a passion to preserve community. Lokken explains. “Our philosophy and what we’re doing is not just about restoring the house, but about rebuilding the community and neighborhood. It’s really exciting when you think about it from the perspective of all the people that are in the neighborhood now. One of my favorite things is when we have neighbors over.”

Having a great front porch helps, as Riley emphasizes. “I would say in the summertime, that is our favorite spot.” When the house contained apartments, “all the porches were enclosed, and that created four more bedrooms for the house; there were porches on the side, too.” Now that the porches are restored, “we hang out there all the time.”

Lokken and Riley are happy in their grand home and, although they continue to purchase and renovate properties, they plan to stay in place for a while. Their renovations are more than simply repairing potential eyesores; they are a vital service to everyone in the community. crw

Heidi Griminger Blanke, Ph.D., is a freelance writer who adores the character of old homes. Perhaps, someday, she’ll even live in one.

Janet Mootz Photography
www.janetmootz.com
 507.895.6578
 Family Portraits
 in studio or on location



New Year, New Name
 NORDEEN **DESIGN** GALLERY, LLC

IS NOW

J
 COMPANY
 INTERIOR **DESIGN** STUDIO

New Name, New Brand
 SAME QUALITY SERVICE.
 SAME INSPIRATION GALLERY.

608.784.9530 • JCOMPANYSTUDIO.COM
 1802 STATE STREET, LA CROSSE, WISCONSIN

IT BEGINS WITH THE
Perfect FLOOR
 Carpet • Wood • Tile • Vinyl • Window Coverings

SPECIAL \$97 INSTALLATION
 FREE DESIGN CONSULTATION



Coulee Carpet Center
 3625 Mormon Coulee Rd - La Crosse
 608-788-6445 • Toll-Free: 800-657-6957
www.couleecarpetcenter.com

 UP TO **\$400** TO SPEND ON ANYTHING YOU WANT. IT'S YOUR WOW, YOUR WAY!

WOW







Onboard, onshore, unlimited WOWs to explore!
 Book by February 28, 2014 on any 6-night or longer sailing departing March-December 2014 and receive up to \$400* in Onboard Credit!

RESERVE YOUR ROYAL CARIBBEAN INTERNATIONAL® VACATION WITH US TODAY! 

TRAVEL LEADERS® 2404 State Road - La Crosse | Open Mondays until 6 p.m. | 608.784.9820
 800.657.4528 | www.facebook.com/travelleadersgo 
www.travelleadersgo.com

*Offer expires 2/28/14 and is subject to availability; excludes Quantum of the Seas™ sailings; valid for new bookings only in an ocean-view or above cabin. Other restrictions apply. Ships' Registry: The Bahamas.

eliminating racism
empowering women

ywca



Join Us!

The YWCA of the Coulee Region is pleased to host our 11th annual Circle of Friends event. This is an opportunity to learn about programs and services of the YWCA and network with philanthropic women and men from the Seven Rivers Region. Funds raised at this event support...YWCA's program for abused and neglected children; services for homeless women and their families; teen services and programs that enrich the lives of many.

TUESDAY, APRIL 22nd, 2014

11:30 am to 1:00 pm

La Crosse Radisson Hotel

Ballroom

\$20 per person or

Sponsor a table of 10 for \$200

For more information,
please call the YWCA at

608-781-2783, ext. 226

www.ywcalax.org

Always
at your service for
**Weather, Information
Entertainment & Music!**

On the air



MAGIC 105
"THE BEST VARIETY!"

www.wlxx.com

PAINTER PORCH
Decor Extraordinaire



Open Thurs.-Sat. 10am-5:30pm

200 Main St. La Crosse

 608-782-6222



URBAN ROOTS SALON

roots are for trees

1855 Sand Lake Road Onalaska, WI 54650

 www.urbanrootssalon.net

608.782.1139

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.



BUILDING JOB SKILLS AND MORE

YWCA's WE Shine offers area women a chance to polish work skills for future employment.

BY KIM SEIDEL

The WE Shine project, with WE standing for “Women Empowered,” holds a special double meaning for its participants. The work training program of the YWCA of the Coulee Region/La Crosse offers women an opportunity to clean and “shine” local commercial and residential sites. While acquiring job experience, the women gain a newfound confidence that enables them to “shine” as they move forward to a bright future.

Operated by the YWCA since May 2011, WE Shine is a branch of the organization's Employment Readiness and Training Program, which assists women who may have a lapse in work history. “Not only do we build job skills for the women coming through our program, we build self-confidence, self-esteem and even self-worth,” says Holly Schnuelle of the YWCA of the Coulee Region. “We even have women come back and thank us for what we have done for them.”

A new future

Since it began, about 70 women have participated in the program, which promotes the YWCA's mission to empower women to reach their full potential and to create an inclusive community based on equality, respect and dignity. “Our goal is for them to be self-sustaining,” says Lisa Hammes, program coordinator. “We want them to succeed outside of the training program.”

Women with job lapses due to alcohol and other drug addictions and/or incarcerations can be especially challenged when they want to create a new future. WE Shine assists women with that tough transition by providing steady occupation experience and training to develop and polish skills for the workforce.

Supervising groups of women at anywhere from six to ten assignments per week, Hammes and Schnuelle ensure quality work by the employees. Residents, business owners and organizations in the community benefit from the work of the women, while assisting them to succeed. More importantly, perhaps, is that the women develop into valuable employees.

Support and education

Another important component of WE Shine is the weekly Job Club, which is part support group, part education. Supporting each other through Job Club is essential to graduating from WE Shine and moving into the work world. Attendees can talk about difficult situations that came up at a job site and share about any positions they applied for and interviews completed. They can sign up for WE Shine openings and prepare to use their skills firsthand.

At Job Club, women also learn from a variety of speakers invited to share information on how to find and keep a job. Since WE Shine participants earn a stipend through the program, budgeting and money matters are other important topics. WE Shine participants grow into productive citizens, as they contribute to the community and invest in themselves. For more information about WE Shine, contact Lisa Hammes at 608-781-2783, ext. 250, or lh Hammes@ywcax.org. 

Kim Seidel is owner of Seidel Ink LLC, professional writing and editing services. She appreciates the opportunity to learn and to write about community programs benefitting women and families.

WE SHINE
Women Empowered Shine

ywca
employment training
& readiness program

Go Ahead, Show Your Smile!

call us Today!

Gum Reshaping
Root Coverage Grafting
Hypermobility Lip Treatment
Laser Periodontics

GHOLSON GROUP PERIODONTICS

608.782.0140

GHOLSONPERIO.COM

Coulee Region

COMMUNICATIONS L.L.C.



"Connecting You with Your Community"

816 2nd Ave. S. • Onalaska, WI • 608.783.5385 • www.crwmagazine.com

Follow us on Facebook



SERVING THOSE WHO SERVE

Patti Lokken gives back to area military families through Operation Homefront.

BY MARTHA KEEFFE

Contributed photos

Patti Lokken is a thankful person. She feels blessed to have good friends, a loving family, a home and a job. But she feels particularly grateful for the opportunity to serve the men and women who sacrifice their security so that we can enjoy our own. “That’s why I became involved with Operation Homefront,” she says. “People are so appreciative of their freedoms, and this organization acts as a conduit between the civilian and the service world as a way to say thank you.”

A way to help

Established in 2002, in response to the events of 9/11, Operation Homefront was created by a group of military wives who wished to help alleviate the hardships families encounter when a loved one is deployed. As Lokken explains, not only does the family miss their partner or a parent, but the loss of a breadwinner, in addition to the person who acted as car mechanic, handyman or child care provider can prove overwhelming. “Back in 2004, Wisconsin was faced with a sizable deployment of servicemen and women out of Arcadia. A small group of us thought about how difficult that must be for the families and wondered what, if anything, there was that we could do to help,” Lokken says. “We did some research and found Operation Homefront.”

By then, Lokken and her group had established a chapter in Wisconsin, and in May 2005, Operation Homefront—La Crosse Coulee Region was ready to assist families in the areas of emergency and financial services, as well as morale. Inspired by having a venue in which to help, they contacted local businesses for donations of labor for unexpected emergencies such as car maintenance, home repair or

relocation. The response was positive, and as the word of Operation Homefront spread, more people stepped forward to volunteer—especially when it came to bolstering troop morale. “People were so willing to get on board and share their time and resources. We’ve probably touched thousands of lives by simply hosting a baby shower or a Christmas party,” says Lokken. “And for the person who’s deployed, knowing that there’s someone their family can call in a crisis, takes away stress.”

Community involvement

Energized by the communities’ outpouring of concern for the military, Lokken has continually found ways for people to stay involved. She has helped organize spaghetti dinners to raise funds for financially strapped families, packaging events to send gifts and provisions to troops overseas, and projects—like building a wheelchair-accessible ramp for a deployed serviceman’s son—that have linked community members together. “Even small things like taking donuts and coffee to a welcome home or send-off is such a rewarding experience,” says Lokken. “I have learned so much about military families and what they sacrifice. I am a better person for knowing them.”

But for Lokken, progress isn’t measured by her sense of fulfillment, but whether the needs of the soldiers and their families are being met. “Recently a deployed soldier asked for dental floss and air fresheners,” she says. “To provide that simple need is golden.” *(crw)*

Martha Keefe enjoys writing about people and their passions. She encourages anyone looking to volunteer for a good cause to visit operationhomefront.net/wisconsin.



DOWNLOAD

THE **WXOW** WEATHER APP
AVAILABLE AT:



iPhone, iPad and Android Devices

IS SCHOOL GOING TO BE CLOSED TODAY?

SIGN-UP

MOBILE TEXT ALERTS
at **wxow.com**



NEWS 19 **Stormtracker**
WEATHER

Alex KIRCHNER • Dan BREEDEN • Madeline SKY





I Was Hungry and You Fed Me

Local meal programs serve a need.

BY JULIE NELSON
Contributed photos

Enter the fellowship hall at Our Savior's Lutheran Church in La Crosse on a Tuesday evening, and you'll spot volunteers wearing an invitation on their T-shirts: *Come for Supper*. At Our Savior's—and at several other locations around the Coulee Region—that's exactly what people do. Every night of the week, persons who are homeless, food insecure or without regular companionship accept the invitation to a free meal at one of four different meal sites.

"One meal a week makes a difference for me," says Donna, a regular at the Tuesday night meals at Our Savior's. Donna and her meal companions, Gretchen and Sharon, all live in the nearby Stokke Towers and are all on a fixed income. None of these women would go hungry if this free meal were not available, but all agree it helps with their budget, gives them a break from cooking and offers them a welcoming environment that feeds their souls as well as their bodies.

That's one trait each of the local faith-based meal programs have in common. Their mission is to share the love of God through a warm

meal and a generous dose of compassion. Each meal begins with a prayer, and every program welcomes anyone who walks through the door with no questions asked.

Made from scratch

Our Savior's *Come for Supper* program serves the most people on a given night. Approximately 200 people are welcomed by a volunteer, served a home-style meal, invited to join in the shared prayer and made to feel welcome and appreciated.

The bulk of the food served at Our Savior's comes from Hunger Task Force and is cooked on site. "I don't believe in the term *soup kitchen*," says volunteer Rod Tisthammer, who is frequently in charge of the menu. "We prepare dishes like pasta primavera and chicken alfredo, which we make from scratch."

Food from Hunger Task Force is a key part of most of the meals served at each of these programs. The nonprofit organization provides the ingredients for the meals as well as food staples (milk,



Previous page: The fellowship hall at Our Savior's Lutheran Church bustles with the activities of cooking, serving and cleaning during Come for Supper. Left: Fresh fruit awaits Come for Supper diners. Right: Plated meals are prepared for service.

Area meal programs

Mondays

St. Luke's Methodist Church
1022 Caledonia St., La Crosse
608-782-6421
Doors open at 4:30 p.m., dinner served 5-6 p.m.

Tuesdays

Come for Supper
Our Savior's Lutheran Church
612 Division St., La Crosse
608-782-3468
Doors open at 4:30 p.m., dinner served 5 p.m.

Thursdays (for dinner)

Place of Grace Catholic Worker House
919 Hood St., La Crosse
608-782-6224
Lunch served 10 a.m.-1 p.m. Tuesday and Wednesday
Dinner served 5-6:10 p.m. Thursday
Afternoon meal served 2-3:15 p.m. last Sunday of each month

Every day

The Salvation Army
223 N. 8th St., La Crosse
608-782-6126
Lunch served 11:30 a.m. weekdays, 12:30 p.m. weekends
Dinner served 4:30 p.m.
Breakfast and Tuesday evening meals are for shelter residents only.

bread, cheese, yogurt and produce) the meal participants can pick up and take home with them on the way out.

"The people are never greedy," says Barb Seidel, one of the volunteers at Our Savior's. "They ask for what they need."

A bundling up of humanity

While Our Savior's serves the most people at any one time, The Salvation Army serves the most people overall. Two staff members and myriad volunteers serve three meals a day, 365 days a year, both to residents of their Emergency Shelter and to community members who come in search of sustenance. As with two of the other programs, diners eat together at large tables, cafeteria style.

Diners at Place of Grace Catholic Worker House also share a table during mealtime, but the experience is entirely different. For starters, the program is housed in a house—a nondescript, relatively small house in a low-income neighborhood in La Crosse.

Place of Grace is a hive of activity. Singers may be crowded by the door, and animated conversation permeates the building. And though it seems there is no place left to sit, more people enter and are warmly welcomed. Somehow a space opens up, and another one of the 80 to 150 people who will come that night is fed. "Here's the great miracle," says Tom Thibodeau, one of the founders of Place of Grace. "We've been having dinner together with some of the same people for 17 years." Volunteers sit at the table next to people who come for dinner. They share conversation; they share their lives' stories. "It's a bundling up of humanity," says Thibodeau. "Our lives

are intertwined, and we are in many ways a family." The philosophy at Place of Grace is one of equality. "We treat each person who walks through the door as if it were Christ himself."

Recognizing dignity

The La Crosse area is fortunate to have these meal programs. It speaks well of us as citizens to recognize the dignity of each human being and to offer options other than begging or panhandling for those who are truly desperate for food. The generosity of the community is also what keeps these programs going. Donations of food, money and time are always welcome and appreciated.

For the volunteers who contribute their time to prepare, serve and clean up after the meals, the opportunity to help others is what keeps them coming back—often on a regular basis. "This is something I can do," says Jane Westlund, a volunteer at the Monday Night Meals served at St. Luke's Methodist Church on La Crosse's North Side. Carol Schneider-Phillips, a volunteer at Our Savior's, says she's humbled by how much need there is in our community. "You always go home grateful for what you have and who you are," she says. Sherry Sawle, another volunteer at St. Luke's, says serving meals to the poor allows her to answer God's call to feed the hungry. "Most of us have it pretty good. We may go hungry for a few hours, but never for a few days," she says. "No one should go hungry in this community. No one." **(crw)**

Julie Nelson works with people who can't afford to put food on the table on a daily basis. She is the development and public relations director at The Salvation Army.



PetWalkSit
Lets You Keep
Pets at Home
Pet Walk Sit in Comfort

Keeping your special friend fully exercised takes a lot of time, yet you know it's so important. Not all pets are good candidates for kenneling or day care; for some, it's a high-anxiety experience.

PetWalkSit is a new service designed to care for your pet in the safety of his familiar home and according to his accustomed schedule, including daily walks and overnight visits. We follow the program you set up, leaving you free to work and travel, knowing your pet is in attentive and loving care.

Licensed, bonded and insured, PetWalkSit serves the greater La Crosse area. Contact them at 608-781-5712 or petwalksit.com.



Where caring meets excellence for hospital patients

On Jan. 19, 2014, patients began receiving care in Gundersen Health System's new hospital, the Legacy Building. Thanks to the generosity of thousands of community members, businesses and staff, Gundersen Health System was able to create a healing environment that increased privacy for patients and their family members, improved efficiency for staff and will allow the organization to continue to provide exceptional care for you, your family and our community.

The Legacy Building has been years in the making, but its impact will be felt for generations to come. Learn more at gundersenhealth.org/legacy-building.

| ACCOMPLISHMENTS |



New Year, New Name

Nordeen Design Gallery has been newly renamed J Company Interior Design Studio. Janelle Byus and Mark Halter, who have owned the studio since April 2012, renamed and rebranded the studio to reflect the unique vision they have brought to the studio since then. The studio continues its dedication to providing a visionary design team, excellent customer service and high-quality products.

J Company provides a full array of interior design services, including consulting, space planning, furnishings, fabrics, wall coverings, custom window treatments, flooring, lighting and more. For more information, visit JCompanyStudio.com.

Accomplishments is a paid section featuring your business or organization. Call 608-783-5395 or e-mail info@crwmagazine.com for more information.

Schedule your Financialoscopy®

Advice • Investments • Insurance

You Tube™ Main Street Onalaska

Mark Bertrang

A Registered Representative and Investment Advisor Representative with Brooklight Place Securities, Inc. Brooklight Place Securities, Inc. is a registered broker-dealer, Member FINRA & SIPC, and registered investment advisor, 1200 Bank Blvd, Suite 215, Oak Brook, IL 60059. Bertrang Financial Corp. offers non-securities based insurance as an independent business. Brooklight Place Securities, Inc. and Bertrang Financial Corp. are not affiliated.

Helping you make informed decisions at every stage of your life.

Law Office of HEIDI M. EGLASH LLC

SPRUCE CENTER

1212 Horton Street • Suite 100 • La Crosse, Wisconsin 54601

Wills, Trusts & Estate Plans • Elder Care • Probate • Trust Administration
Business Law • Debt & Financial Management • Real Estate

608.782.6110 • info@eglashlawoffice.com • www.eglashlawoffice.com

Heritage Gallery II

- Occasional Furniture
- Repurposed Furniture
- Wall Art
- Table Art
- Florals

Where fine home décor meets lasting value

Open Thursday - Saturday
10 a.m. - 5 p.m.

608.535.9446
535 Main Street - Downtown La Crosse
JeanF@FunkeandCompany.com
[Facebook.com/HeritageGalleryII](https://www.facebook.com/HeritageGalleryII)

A HEALTHY SERVING

Nutrient-dense “superfoods” serve your body well.

BY CHARISH BADZINSKI

Photos by John Kerrigan, Gundersen Health System

Recipes analyzed by Gundersen Health System registered dietitians



When it comes to the foods that best serve your body, superfoods give the most bang for your nutritional buck. The buzz word is hot these days, and it seems a new or rediscovered superfood is highlighted every few months.

You can believe the hype, says Gundersen Health System Registered Dietitian Valerie Pampuch (pictured above): “Superfoods are nutrient-dense foods that can have a multitude of benefits for your health.” And because new research is always emerging about our food, sometimes what takes the limelight is a nutritional powerhouse that has been around for ages. “Ancient grains are big right now. Things like spelt or farrow, which have gone to the wayside, are resurfacing. And we saw how quinoa made an appearance. It’s so old, but now you see it everywhere.”

Picking fresh

So what are some great superfoods to incorporate into your diet? Think cruciferous veggies, like cabbage, broccoli or brussels sprouts; fresh ginger; beets—which are full of folate and fiber; nuts, with their anti-inflammatory properties; and leafy greens, salmon and berries. Kombucha, a fermented tea drink, makes the list, too. It is loaded with probiotics, which help with digestion.

Pampuch also says it’s also important to remember your spices. “It’s like this dried, dense form of antioxidants, vitamins and minerals.” She says turmeric and curry are getting buzz right now, particularly with promising research related to managing irritable bowel syndrome. Cinnamon is also great—granting the highest level of antioxidants of all spices, she says, and helping maintain healthy blood sugar levels.

Load up on variety

While these foods may be regarded as super, no one food can fulfill all your nutritional requirements, says Pampuch. “I think that your diet should have superfoods in it constantly, but don’t overdo it with one thing. You can tire of something, so it’s good to have a lot of variety.

Just because something has not been tagged as a “superfood” does not mean that it does not hold a nutritional trump card. Anything that is natural, from the earth, is a superfood in my mind.” That variety includes not just “eating the rainbow” of fruits and veggies, but also incorporating healthful whole grains and lean meats.

As you incorporate these foods into your diet, Pampuch says preparation is up to you. If you like vegetables raw, then eat them raw. If you like to roast things, turn on the oven. The most important thing is to get these superfoods into your diet as you enjoy them. “If you like the taste of a food, and the spices on it, you’re more likely to keep with it and keep those things in your diet,” she explains.

What if you don’t like something you know is good for you? Pampuch recommends incorporating those foods into a dish, or preparing them different ways until you find something you enjoy.

Super affordability, super results

Anyone in the Upper Midwest who loves fresh produce knows how prices flux by season. To keep your nutrient-dense diet budget-friendly, head for the frozen foods section. “You can get a huge bag of frozen vegetables for around six bucks at many grocery stores, and frozen is much better than canned because sodium is much higher in canned products,” Pampuch explains. “That’s a very budget-friendly way of getting in your vegetables.”

How long it takes your body to feel the difference of getting excellent nutrition depends upon your diet now. Pampuch suggests making note of how you feel when you eat, so you understand your body’s reactions to the food you’re putting in it. If you opt for superfoods over a highly processed diet, Pampuch says, it eventually shows. “You would feel more alert, more awake. You would have more color in your face. Your skin would have more collagen and look more youthful. You would sleep better and wake feeling your best.”

For those who make the switch to eating super, it won’t be long before they’re feeling super, too. (crw)



Recipes provided by Valerie Pampuch, RDN.

BLUEBERRY CREAM CHEESE OATMEAL BAKE

Makes 4 servings.

- 1½ cups old-fashioned oats
- 1¼ cups skim milk
- 3 eggs
- 1 tsp. vanilla
- 1½ tsp. honey
- ½ cup fresh blueberries
- 4 oz. reduced-fat cream cheese

Spray an 8-inch by 8-inch pan with nonstick spray. Mix the oats, milk, eggs, vanilla and honey together in a large bowl with a whisk. Pour mixture into pan, and then evenly distribute blueberries and small cream cheese clumps (as pictured above) and let sit overnight in the refrigerator. Remove from the refrigerator and bake for 30-35 minutes at 350°F. Serve while warm. Add a dollop of whipped cream if desired.

270 calories, 10g fat, 13g protein, 32g carbohydrate, 3g fiber, 220mg sodium.

BLUEBERRY TEA

Makes 3 servings.

- 2 cups water
- 2 green tea bags
- ¾ cup 100% blueberry juice
- ¼ cup orange juice

Heat water in a small saucepan over medium-high heat. When almost boiling, take off the heat and place tea bags in water. Steep for 4 minutes.

Remove tea bags from water. Pour into 1-quart pitcher. Add blueberry juice and orange juice. Pour over ice or serve hot.

30 calories, 0g fat, 0g protein, 8g carbohydrate, 1g fiber, 0mg sodium.

BALSAMIC ROASTED PURPLE CABBAGE

Makes 2 servings.

- ½ head purple cabbage
- 2 T olive oil
- 1-2 T balsamic vinegar
- Salt and pepper to taste

Preheat oven to 400°F. Slice cabbage as thinly as possible (as pictured above). Place sliced cabbage on a sprayed baking sheet and drizzle with olive oil. Bake for 10-15 minutes. Flip cabbage and bake for an additional 10 minutes or until browned to your liking. Remove from the oven, drizzle balsamic vinegar atop, and add salt and pepper to taste.

110 calories, 7g fat (heart-healthy), 11g carbohydrate, 4g protein, 4g fiber, 30mg sodium.*

**Sodium value that represents no sodium added to the dish.*

SPINACH AND STRAWBERRY SALAD

Makes 8 servings.

- 8 cups fresh spinach
- 4 cups sliced strawberries
- ⅓ cup olive or canola oil
- ¼ cup white wine vinegar
- ¼ cup sugar
- ½ cup slivered almonds
- 2 T poppy seeds

Wash spinach and strawberries. Dry spinach with paper towel or in salad spinner. Slice strawberries, enough for 4 cups. Combine spinach and strawberries in large bowl. In separate bowl, whisk together oil, vinegar and sugar. Add almonds and poppy seeds and stir to combine. Pour dressing over spinach and toss to coat. Refrigerate for one hour prior to serving to allow flavors to blend.

180 calories, 14g fat, 3g protein, 14g carbohydrate, 3g fiber, 25mg sodium.



GINGER, APPLE & ALMONDS (OH MY!)

Makes 1 serving.

1 apple or pear, sliced (choose an apple that is sweet when warmed or baked)

1/8-1/4 cup sliced almonds

2 tsp. pumpkin pie spice (or cinnamon)

Dime-size chunk of candied ginger (this makes this dish pop!)

Nonstick cooking spray

Spray pan with nonstick cooking spray. Toss all ingredients in pan and heat all ingredients over medium temperature, stirring regularly, until the apple or pear is tender to your liking.

195 calories, 7g fat, 26g carbohydrate, 5g fiber, 4g protein, 3mg sodium.

Charish Badzinski ate a chocolate eclair while writing this story, and she hopes you won't judge her. She follows her stomach around the world and digests the experience on her blog: <http://rollerbaggoddess.wordpress.com/>.



Exceptional
Wedding
Photography

atypik Studio
www.atypikstudio.com
601 St. Andrew St, LaCrosse, WI | 608-343-0538

Mainstream Boutique

Open Monday-Friday 9-6, Saturday 9-5 • 1125 Main St, Suite 180 - Onalaska • 608-519-5522
www.facebook.com/mainstreamboutiqueonalaska • onalaska.mainstreamboutique.com

Caring for the Future

VMH Birthing Center
Your Birth Experience... Your Way
Viroqua, WI

Vernon Memorial Healthcare
www.vmh.org

Glamour to go

| RETAIL THERAPY |

Local merchants serve up style that's going places.

Photos by Megan McCluskey, Atypik Studio



Kimberly Bentzen-Tabbert, owner
Mainstream Boutique, Onalaska Dress, \$49;
belt, \$16; purse, \$49; earrings, \$16.



Jordan Krause, sales associate
Touch of Class, downtown La Crosse
Nic + Zoe dress, \$158; Gentle Souls shoes,
\$235; Anna Beck necklaces, \$276 and
\$336; Anna Beck bracelets, \$456 and \$357;
deux lux clutch, \$105.



Joan McDonnell, sales associate
Macy's, Valley View Mall
INC blouse, \$69.50; INC cardigan, \$89.50;
Silver jeans, \$98; BareTraps boots, \$79;
bracelets, \$30; Alfani earrings, \$22; Coach
bag, \$178.

Whether you're packing your travel bags or simply stocking up for spring, no one can outfit you quite like a sales associate with an eye for style. Here, saleswomen from area shopping destinations show how best to pull together a look.



La Bella Nails & Spa

Pedicure & Manicure
Shellac Nails
Acrylic Nails
Pink & White
Builder Gel nails
Eyelash Extensions
Facials & Waxes

40 Copeland Ave.
Suite 106
La Crosse

608.782.6009



*All are welcome!
Anyone can shop.*

Start Fresh.
Eat fresh.
Eat lively.
Eat delightful.
Year round!



People's FOOD CO-OP

315 Fifth Avenue South
downtown La Crosse

608.784.5798 
www.pfc.coop • @pfccoop



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



Dim Sum Tea Shop

221 Pearl Street
La Crosse, WI
608.738.1221
www.dimsunteashop.com



Over 150 Bulk Teas
Dim Sum & Soups
Gifts & Teaware
Bubble Teas
Smoothies
Tea Tasting Parties

Drink better. Live with health.
Hours: Mon-Sat 10am-7pm & Sun 11am-3pm



HISTORIC
DOWNTOWN
LACROSSE

Look. Live. Love.

DOWNTOWN
MAINSTREET INC.

500 MAIN STREET
LACROSSE, WI 54601

608-784-0440

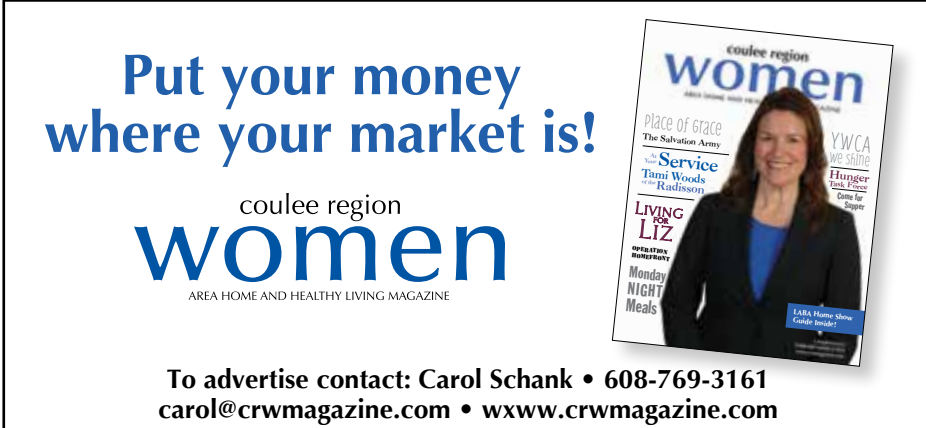




DOWNTOWN



Check our website for more information and details
WWW.LACROSSEDOWNTOWN.COM



Put your money
where your market is!

coulee region
women

AREA HOME AND HEALTHY LIVING MAGAZINE

To advertise contact: Carol Schank • 608-769-3161
carol@crwmagazine.com • www.crwmagazine.com



**STAMP
ON
HAND**

Cabin Fever?
We have all the pieces
for the perfect fit!

Puzzles • Games
Crafts • Gifts
Rubber Stamps
& more!

200 S. 4th Street - La Crosse
608.784.1234
RubberStampsLaCrosse.com

Make it
Downtown
Tonight!

fayze's

You'll love our buns!

(608) 784-9548
4th & Pearl,
Downtown La Crosse
Open at 6:30 am Daily
Happy Hour 4 - 6 pm Daily

fayzes.com

**generous
earth**

Handmade
Pottery

Classes
for All Ages



pottery

321 Main St. La Crosse, WI
608-782-3904
www.generousearthpottery.com

LA CROSSE

DOWNTOWN LADIES NIGHT OUT!

Thursday, February 20th- Downtown
Ladies grab your friends or men and head downtown to play! Shop at participating stores for events, refreshments and fill your punch card for fabulous prizes!

SPRING TREND FUNDRAISER!

Thursday, April 10th- The Cargill Room
Experience a fresh showcase of downtown! Discover new spring trends in products, art, Fashion, home design, beauty and fitness. Enjoy style shows, entertainment, tastings, silent auctions, product showcases and more!

SPRING FLING OPEN HOUSE!

Friday, April 11th- Saturday, April 12th
Stores downtown are open later Friday to kick off the spring season! See the new spring trends in stores and enjoy special events and refreshments, Shop Saturday for extended events and discover everything that downtown has to offer!



GREAT REASONS TO SHOP DOWNTOWN

- Keep your dollars in La Crosse's economy
- Embrace what makes La Crosse Unique
- Foster local job creation
- Nuture your community
- Help the environment
- Conserve your tax dollars
- Have more choices
- Benefit from local expertise
- Preserve entrepreneurship
- Ensure that La Crosse stands out from the crowd

All Glazed Up!

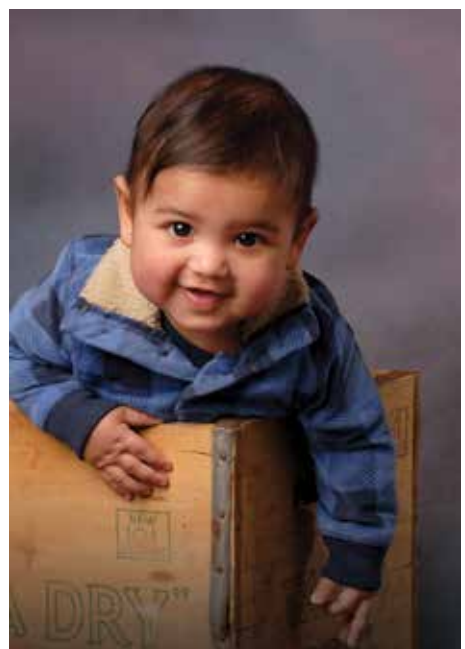


Paint Your Own
Pottery

Fused Glass
& Jewelry

**Paint-Your-Own
POTTERY
STUDIO**

205 Pearl St. La Crosse, WI
608-782-7248
www.allglazedup.com



children portraits
portraits to cherish forever

**Bruce Defries
Photography**

BruceDefriesPhotography.com
Phone: 608.787.8105 | La Crosse

Performances are Wednesdays-Sundays,
with matinees on Saturdays and Sundays

Feb. 14-Mar. 2, 2014
Call for tickets! 784-9292

Mitch Albom's
**tuesdays with
Morrie**
by Jeffrey Hatcher and
Mitch Albom

LA CROSSE **LCT**
**community
THEATRE**

11am to 5pm Mon-Fri • 428 Front Street South, La Crosse

AssociatedBank

ADVERTISER INDEX

Altra Federal Credit Union.....	44
Ameriprise Financial/Hanson & Associates	18
Atypik Studio.....	38
Bertrang Financial Corp.....	35
Bruce Defries Photography.....	41
Cass Street Pharmacy.....	24
Coulee Carpet Center.....	27
Coulee Region Adult Day Center.....	14
D.M. Harris Law, L.L.C.	17
Dim Sum Tea Shop.....	40
Downtown Mainstreet Inc.	40,41
Edward Jones.....	17
Fayze's.....	41
Feist Dental.....	2
Full Circle Supply.....	18
Generous Earth Pottery.....	41
Gholson Periodontics Group.....	30
Gundersen Health System.....	5, 13
Heart Journey.....	17
Heritage Gallery II.....	35
Honda Motorwerks.....	14
J Company.....	27
Janet Mootz Photography.....	27
La Bella Nails & Spa.....	40
La Crosse Community Theatre.....	41
La Crosse Radio Group.....	28
Law Office of Heidi M. Eglash.....	35
Mainstream Boutique.....	38
Mary Kay/Trudy Swenson	23
Mayo Clinic Health System.....	9
Neighborhood Smiles.....	43
Nerium/Diana Rysewyk.....	17
Painted Porch.....	28
People's Food Co-op.....	24,40
River Bank.....	21
Root Down Yoga Studio.....	43
Satori Arts Gallery.....	40
Schumacher-Kish Funeral and Cremation Services.....	21
Silhouette Shoppe.....	23
Stamp 'n Hand.....	41
Take II, Staging & Redesign.....	24
The Board Store.....	24
The Pilates Studio LLC.....	18
Thrive Health Center.....	10
Touch of Class.....	18
Travel Leaders.....	27
Ultimate Salon & Spa.....	10
Urban Roots Salon.....	28
Valley View Mall.....	3
Vernon Memorial Healthcare.....	38
Wells Fargo/Neuman-Fortun Investment Group.....	21
Winona Health.....	21
WKBT Newschannel8.....	7
WXOW News 19.....	32
YWCA.....	28
Accomplishments	
Gundersen Health System.....	35
J Company.....	35
PetWalkSit.....	35

COMMUNITY CALENDAR

ONGOING EVENTS

American Association of University Women (AAUW) 2nd Sat. of each month (Sept.-May), 9:30 a.m., 608-519-0548, aauwlacrosse@hotmail.com, aauw-wi.org.

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

Children's Museum of La Crosse weekly programming: **Save-On-Sundays** \$1.00 off admission every Sun., noon to 5 p.m.

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

Wee Move for ages 1-7 with adult, every Fri., 10:30 a.m.

Little Learners for ages 1-7 with adult, every Thurs., 10:30 a.m.

Coulee Region Professional Women (CRPW) 4th Tues. of each month, Nell's City Grill, 1111 3rd St. S., La Crosse, 5:30 p.m. Courtney Kubly, 608-516-6916, kubly22@yahoo.com.

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

La Crosse Toastmasters Club 2nd and 4th Tuesday of each month, 7 p.m., Gundersen Health System Urgent Care Bldg., Basement, 1830 S. Ave., La Crosse.

League of Women Voters 2nd Tues. of each month, noon, Radisson Hotel, Nancy Hill, 608-782-1753 nfhill@centurytel.net.

NAMI Family Support Group 2nd Mon. of each month, 6:30 p.m., South Side Neighborhood Center, 1300 S. 6th St., La Crosse.

Onalaska Area Business Association 2nd Tues. of each month, noon-1 p.m. at the La Crosse Country Club, oaba.info.

Onalaska Hilltopper Rotary every Wed. noon-1 p.m., La Crosse Country Club, Onalaska.

Onalaska Rotary every Mon. at 6 p.m., lower level of Blue Moon, Onalaska.

Onalaska Toastmasters Club 1st and 3rd Mon. of each month, noon-1 p.m., Globe University, Onalaska.

Valley View Kiddie Crew 1st and 3rd Tues. of each month, Valley View Mall Food Court, 10:30-11:30 a.m., myvalleyview.com.

Viroqua Toastmasters Club 2nd and 4th Thurs. of each month, 7-8:30 p.m., Vernon Memorial Hospital, Taylor Conf. Rm., Lower Level, Viroqua.

Women in Networking and Support (WINS) 2nd Wed. of each month, Howie's, noon-1 p.m., Shari Hopkins, 608-784-3904, shopkins@couleebank.net.

Women of Worth (WOW) last Wed. of each month, Boot Hill Pub, noon. Debbie Lee, 608-784-2775, debbie.lee@westlandinsurance.com.

Women's Alliance of La Crosse (WAL) 2nd Thurs. of each month, noon, The Waterfront Restaurant, Kendra Brown, kendra@dmharrislaw.com.

CALENDAR EVENTS

Feb. 7-8, Winona Winter Carnival, Winona, cityofwinona.com.

Feb. 8, Catch-a-Cure Lung Cancer Awareness, 8 a.m.-1 p.m., Lake Onalaska, uwlax.edu/pastudies/catchacure.

Feb. 8, Empty Bowls, 11 a.m.-3 p.m., Best Western Riverfront Hotel, La Crosse, 608-782-3904.

Feb. 8, Pearl Street Brewery 15th Annual Winter Ball, 2-10 p.m., Pearl Street Brewery, La Crosse.

Feb. 8-9, *The BFG (Big Friendly Giant)*, 3 p.m., Weber Center for the Performing Arts, La Crosse.

Feb. 8, Wellness, Mindfulness & Yoga Retreat, Justin Trails Resort, Sparta, 608-269-4522.

Feb. 8-16, Auto Show, Valley View Mall, myvalleyview.com.

Feb. 11, Ladysmith Black Mambazo, 7:30 p.m., Page Theatre, St. Mary's University, Winona, pagetheatre.org.

Feb. 13-14, Valentine's Day Gift Wrapping Stations, Valley View Mall, myvalleyview.com.

Feb. 13-15, Dancescape 2014, 7:30 p.m., Performing Arts Center, Main Stage Theatre, Winona State University.

Feb. 14, For the Love of the Arts, Minnesota Marine Art Museum, Winona.

Feb. 14, Night Out at the Museum, 5:30-8 p.m., Children's Museum of La Crosse, funmuseum.org.

Feb. 14, Some Enchanted Evening, 7:30-9:30 p.m., The Pump House, thepumphouse.org.

Feb. 14-Mar. 2, *Tuesdays With Morrie*, 7:30 p.m. Wed.-Sat., 2 p.m. Sun., La Crosse Community Theatre, lacrossecommunitytheatre.org.

Feb. 15, La Crosse Symphony Orchestra Valentine's Day Ball, 5:30 p.m., Waterfront Cargill Room, La Crosse, 608-783-2121.

Feb. 21-23, *The Mystery of Edwin Drood*, 7:30 p.m. Fri.-Sat, 2 p.m. Sun., Fine Arts Center Main Theatre, Viterbo University.

Feb. 22, Smokey Joe's Cafe, 7:00 p.m., Somsen Hall: Harriet Johnson Auditorium, Winona State University.

Feb. 23-Mar. 30, A Peace of My Mind exhibit, Viterbo University Fine Arts Center, La Crosse, 608-796-3735.

Feb. 27-Mar. 1, MOSES Organic Farming Conference, La Crosse Center, mosesian.org/conference.

Feb. 27-Mar. 1, *The Fractal Pattern*, 7:30 p.m., Performing Arts Center, Black Box Theatre, Winona State University.

Feb. 28, Night Out at the Museum, 5:30-8 p.m., Children's Museum of La Crosse, funmuseum.com.

Feb. 28-Mar. 1, Greater La Crosse Golf Show, Stoney Creek Inn, Onalaska, lacrossegolfsow.com.

Feb. 28-Mar. 9, *Young Frankenstein*, 7:30 p.m. Thurs.-Sat., 2:00 p.m. Sun., Toland Theatre, UW-La Crosse, 608-785-8522.

Mar. 1, Polar Plunge, 10 a.m., Pettibone Park, La Crosse, specialolympicswisconsin.org.

Mar. 1, Michael Johnson, 7:30-9:30 p.m., The Pump House, La Crosse, thepumphouse.org.

Mar. 2, Family Fest, 10 a.m.-3 p.m., La Crosse Center.

Mar. 8, La Crosse Symphony Orchestra: The Spanish Style, 7:30 p.m., Viterbo University Fine Arts Center.

Mar. 8, The Manhattan Dolls: Sentimental Journey, 7:30 p.m., Heider Center, West Salem, heidercenter.org.

Mar. 8, Norskedalen's Benefit Rummage Sale, Bake Sale and Lunch, Coon Valley Village Hall, Coon Valley, norskedalen.org.

Mar. 11, All City Orchestra Festival, La Crosse Center, lacrossecenter.com.

Mar. 12, *The Complete World of Sports*, 7:30 p.m., Fine Arts Center Main Theatre, Viterbo University.

Mar. 13-15, 21-23, 28-29, Backwards and in Heels, 7:30 p.m. Thurs.-Sat., 2 p.m. Sun., Mar. 23, The Pump House, thepumphouse.org.

Mar. 14-15, Grand River National Show Choir Invitational, La Crosse Center, South Hall, lacrossecenter.com.

Mar. 15, Irishfest St. Patrick's Day Parade, 12-1 p.m., Main Street, La Crosse.

Mar. 21, Women of Ireland, 7:30 p.m., Fine Arts Center Main Theatre, Viterbo University.

Mar. 21-23, Greater La Crosse Home & Builder's Show, La Crosse Center.

Mar. 23, Living For Liz Health Expo, 2-5 p.m., Lunda Center, Western Technical College, La Crosse.

Mar. 28, Night Out at the Museum, 5:30-8 p.m., Children's Museum of La Crosse, funmuseum.org.

Mar. 28-29, Kinesis Dance Theatre, 7:30 p.m., Toland Theatre, UW-La Crosse, 608-785-8522.

Mar. 29-30, Special Event Showcase, Valley View Mall, myvalleyview.com.



TURN BACK THE HANDS OF TIME WITH *Facial Rejuvenation*

AT WATERLOO HEIGHTS DENTAL CARE, WE
BELIEVE FACIAL REJUVENATION IS A NATURAL
EXTENSION OF COSMETIC DENTISTRY.

**\$50 OFF BOTOX® TREATMENT
OR FREE TEETH WHITENING**

Facial Rejuvenation: After completion of full Botox Treatment. Call for details. Teeth Whitening: New patients who complete their appointment receive this gift following exam, x-rays, cleaning and in the absence of gum disease or decay.

608-519-4382

Dr. Chris Welch

1403 Waterloo Ave, West Salem, WI 54669

info@waterloohights.com

*WATERLOO
HEIGHTS*
DENTAL CENTER

A Neighborhood Smiles Practice

30 Days
for \$30




root down
YOGA STUDIO

Set your roots and **GROW** with us!

This is more than a yoga studio, it's a community where we empower each other to move our bodies, explore our minds, and connect with our true nature. We offer a variety of yoga classes that will help you develop or deepen your practice.

Root Down Yoga is La Crosse's only hot yoga studio offering Power Vinyasa yoga in the tradition of Baron Baptiste – a style of yoga that is accessible to everyone regardless of age, ability, or experience.

New classes added to our winter schedule!

*Join us in Tulum, Mexico
for a beach and yoga retreat April 6-12, 2014*



1217 CALEDONIA ST., SUITE A, LA CROSSE, WI 54603

PHONE 608-519-2467 • WWW.ROOTDOWNYOGASTUDIO.COM

Credit Card BALANCE TRANSFER

RATES AS LOW AS

6.9%^{APR*}

FIXED FOR LIFE!*

Transfer a balance from your credit card to an Altra Visa Card!



608-787-4500 • www.altra.org

La Crosse • Festival Foods - Copeland Ave.
Onalaska • Holmen • West Salem
La Crescent • Winona • Rochester

800-755-0055 • www.drivealtra.org

Altra

Federal Credit Union

*No Fee Balance Transfer offer is valid for telephone or in-office balance transfers posted to a new or existing Altra Visa. Offer valid through Friday, March 14, 2014. Balance transfers are sent by mail and may take up to 10 days to reach their destination; please be sure to make all minimum payments on any account from which you are transferring a balance until the balance transfer is credited to that account. Balance Transfers may not be used to pay off Altra credit cards or other Altra accounts. If you are ineligible for the top tier Altra Visa card, you may receive a card with a fixed promotional rate: from 6.9% to 12.9% based on your card program and creditworthiness. Your balance transfer rate will remain fixed for the life of the balance transfer as long as your account remains in good standing. Balance transfers do not earn Reward Points. Contact Altra Federal Credit Union for complete details on this offer.

