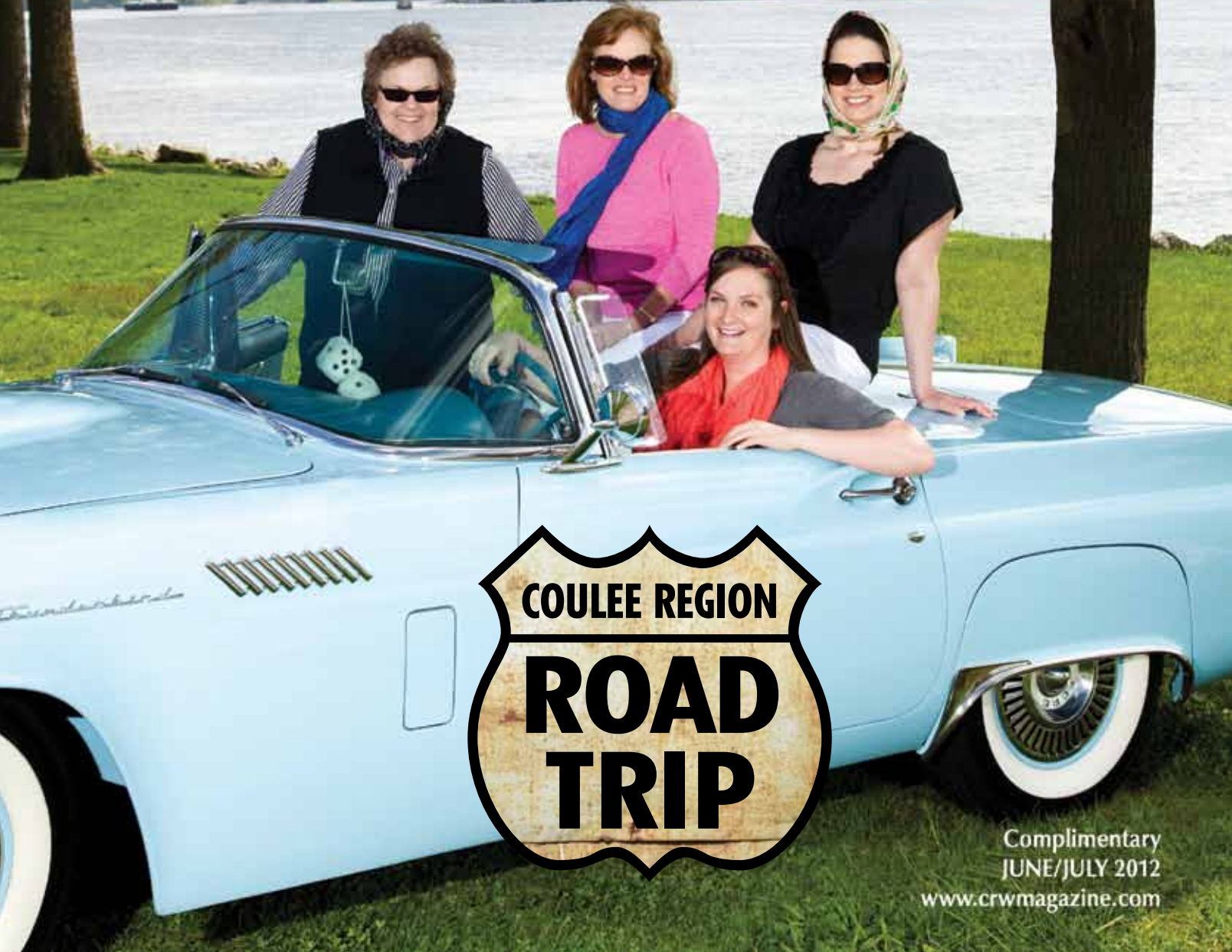


coulee region

women

AREA HOME AND HEALTHY LIVING MAGAZINE



Complimentary
JUNE/JULY 2012
www.crwmagazine.com



Thank You!

*"To know you is to know people who are kind, considerate and thoughtful. To know you is to be grateful for the special things you do....for everything you've done....for being the special people that you are
Wow....what a journey....words cannot express my gratitude to you and your team for all you have done for our family....you have truly changed our lives and I will always be thankful for your expertise in neuromuscular dentistry and your patience in answering all my questions."*

.....Julie G



FEIST DENTAL

Discover how Dr. Jon Feist can help eliminate pain and discomfort caused by TMD (Temporomandibular Disorders). Providing Neuromuscular Care Since 1998.



Dr. Jon Feist

608.788.3384 • 1.877.788.3385

831 Critter Court • Onalaska, WI

www.feistdental.com



THE DENTAL CARE YOU DESERVE!

style. your way.

american eagle
outfitters

best buy mobile

rue21

victoria's secret

wet seal

Visit us online at
myvalleyview.com



Scan this code using a QR reader
app on your smart phone.




ValleyView
MALL

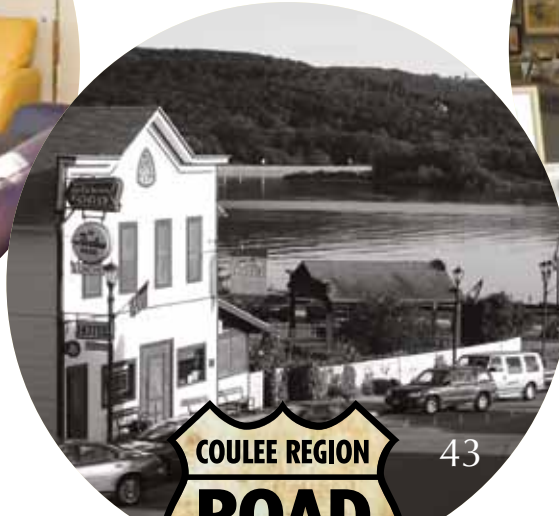
3800 state road 16 • la crosse, wi 54601
608.781.4700 • myvalleyview.com

A Pennsylvania Real Estate Investment Trust® Property



Download our
PREIT® Mall App

coulee region
women
AREA HOME AND HEALTHY LIVING MAGAZINE



11 PROFILE

A COULEE REGION WELCOME

Women in the local tourism industry help put the Coulee Region on the map.

15 DESIGNING WOMEN

THE COULEE REGION ART BEAT

Art for everyone can be found at area festivals and art tours.

19 WOMEN IN THE REGION

A PERFECT DAY TRIP

For an afternoon drive or a weekend getaway, Westby and Viroqua have it all.

23 ARTS & ENTERTAINMENT

WHEREFORE WINONA

From the Masters to motion pictures, Winona offers a jewel of an art scene.

25 SPECIAL DOWNTOWN SECTION

31 RETAIL THERAPY

MEMENTOS

Bring home treasures from your travels in the Coulee Region.

34 CAREERS

A DREAM OF A LITTLE SHOP

Women bring business, tourists and community to Galesville.

37 HEALTHY LIVING

WOMEN ON WHEELS

Scenic, inviting trails make biking in the Coulee Region a trip.

40 HOME

THE MODERN HOME

An ultra-modern La Crescent home features river views and its homeowner's vision.

43 FOOD

A MOVABLE FEAST

Find the best the Coulee Region has to offer at these culinary destinations.

47 FAMILY

THE APPLES OF HER EYE

The women of Ecker's Apple Farm make running the family business as easy as pie.

48 Q&A

WE ASKED AMY

For the best on advice, we turned to a pro.

In every issue:

From the Editor **6** | In the Know **8** | Accomplishments **33**
Advertiser Index **50** | Community Calendar **50**

Pictured on cover:

From left: Kathy Jostad, Joan Lunde, Kayla Shepard and Michelle Hoch

1957 Ford Thunderbird courtesy of Dahl Auto Museum

Photo by Janet Mootz Photography

Other photo credits: This page (top left) Jaimie Sullivan; page 6, Janet Mootz Photography.



The 7 wonders of your world



Is your life and health in balance?

Living healthy is a balancing act that requires more than exercise and a good diet. In fact, there are 7 dimensions of wellness—body, mind, feelings, relationships, spirit, work and community—each dependent on the others. That's why Gundersen Lutheran has launched Balance Your 7. It's a rich resource for ideas, inspiration and actions to help you take charge of your health and bring all 7 dimensions of wellness into balance.

To help bring balance to your life, go to BalanceYour7.com every day.



Balanceyour7

Gundersen
Lutheran®



A few years out of college, three friends and I took a road trip. We left work early on a Friday afternoon and departed Minneapolis for Bayfield, Wis., for a much-anticipated weekend of girl antics at one of our favorite places on earth: the shore of Lake Superior. I remember this as being a breathless, hopeful time of life, brimming with possibility. Young and idealistic, I woke up each morning with the feeling that today, anything could happen and very well might. Getting your career break, meeting the love of your life—fantastic things were just around the bend.

Imagine that spirit, bottled in all four of us, barely contained in a car whizzing up I-35. Then picture me, waiting on a curb in downtown Minneapolis, as my BFF, Katie, drove up with our wheels. It was not her parents' old station wagon, which she usually drove. It was a rented convertible. It was *red*. With floaty scarves and sunglasses, we'd be motoring in *Thelma & Louise* style, but with a better ending.

The photos from that trip show us as happy as we'd ever been, arms thrown around each other sitting on the car, waist-deep in lupines in a roadside ditch, posing on gigantic slabs of rock on the shore. We were at that sweet intersection of adulthood and

childhood: old enough to get in a car and drive, girl enough to simply play. A road trip will do that for you.

You could motor north (as we did), but why go that far? We have so much to celebrate and enjoy within an hour of our very doors here in the Coulee Region, and those destinations—along with the women behind them—are what we sought out in this issue of *Coulee Region Women*. Fill up the gas tank (just once) and enjoy an art tour through the Bluff Country, a day of exploration in Viroqua and Westby or a day pedaling the bike trails of Onalaska or Sparta. Meet women who have made Galesville a shopping destination, women who have made a family tradition of growing apples in Trempealeau, women who have established Winona in the art world and women who promote the area through tourism organizations.

We invite you to spend your summer cruising the Coulee Region in your own style. Revisit that childlike sense of discovery and delight. Come to see your surroundings in a new light. Dip into that sense of possibility. You might find exactly what you're hoping for just around the bend—and we promise you a happy ending right here in the Coulee Region!

Betty

coulee region women

AREA HOME AND HEALTHY LIVING MAGAZINE

ISSUE 62, VOLUME 11, NUMBER 2

JUNE/JULY 2012

PUBLISHER

Diane Raaum

EDITOR

Betty Christiansen

PROOFREADING

Leah Call

DESIGNERS

Renee Chrz, Innovative Graphics, LLC

Lisa Houghton Design

MARKETING ACCOUNT REPRESENTATIVES

Carol Schank, Director

Sandy Clark

Claire Ristow-Seib

WEB MASTER

Mader Web Design LLC

PHOTOGRAPHY

Janet Mootz Photography

Megan McCluskey, Atypik Studio

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 600, Onalaska, WI 54650. Subscriptions available for \$17.95 per year (six issues).

Send check to the address above.

All unsolicited manuscripts must be accompanied by a self-addressed, stamped envelope.

Coulee Region Women assumes no responsibility for unsolicited materials.

©2012 Coulee Region Communications, L.L.C.

All rights reserved. No part of this publication may be reproduced without written permission from the publisher. *Coulee Region Women* magazine does not necessarily endorse the claims or contents of advertising or editorial materials.

Printed at Crescent Printing Company, Onalaska, WI. Printed in the U.S.A.

For advertising information

call 608-783-5395

www.crwmagazine.com

info@crwmagazine.com

WE WANT TO HEAR FROM YOU!

Send comments, suggestions,

ideas or original recipes to:

Coulee Region Women Editor,

816 2nd Ave. S., Suite 600, Onalaska, WI 54650.

E-mail: editor@crwmagazine.com

Coulee Region Women is 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.



**NEWS  This Morning Now at 5am
Our Community. Your Station.**



The Team to Watch • NEWS  at 10pm



MOVING BODY AND MIND

Tune up your bike for the eighth annual Minds in Motion Bicycle Tour on Saturday, June 16, a fund-raiser for the School District of Onalaska. Set off from the Onalaska Middle School on one of five routes: a 5- to 20-mile ride along the Great River Bike Trail, a 16-mile flat road loop through Holmen, 32- and 62-mile routes through the hills and valleys of the Coulee Region and the "Battlin' the Bluffs" century ride.

Minds in Motion has raised more than \$90,000 to support children's health and fitness through the purchase of bicycles for the High School and Middle School outdoor adventures classes, outdoor exercise equipment for the elementary schools and ongoing programs teaching good eating habits. To get involved, visit www.mimnbiketour.org or call Harvey Bertrand at 608-797-3427.

STRIKE UP THE BAND

A longtime symbol of summer, the La Crosse Concert Band is tuning up for its concert series in Riverside Park. On most Wednesdays in June and July, the band invites you to gather at the band shell for an evening of classical music in the open air. Concerts will be held June 6, 13, 20 and 27, and July 11, 18 and 25, all at 7:30 p.m. In case of rain, the concerts will be held at Central High School at 7:30 p.m. Visit www.lacrosseconcertband.org.



WHAT MAKES YOUR HEART HAPPY?

The American Heart Association's Go Red for Women campaign is out to stop the No. 1 killer of women: heart disease. Learn how you can help by attending the La Crosse Go Red for Women Luncheon. Sponsored by Mayo Clinic Health System, Gundersen Lutheran, Festival, Macy's and Merck, the luncheon features speakers, a fashion show, information on healthy eating, exercise, risk factor reduction and great door prizes. Mark your calendar for Wednesday, July 25, at the Cargill Room in the Waterfront Restaurant, La Crosse. Doors open at 10:30 for vendor booths and health screenings, with lunch and the program beginning at 12:00. Reservations must be made prior to the event. Contact Renee Davis at The American Heart Association at 715-829-2841 or visit www.lacrossegoared.org for reservations and more information. Wear red to the luncheon to support the cause!



LET THE GOOD TIMES ROLL

Nothing says "the good old days" like a sharp-looking car from a beloved era, and the Dahl Auto Museum at Dahl Ford has plenty. You can enjoy the museum while supporting local causes at two upcoming events. The first, the Dahl Auto "Lube-A-Thon," will be held Saturday, Aug. 18, from 8 a.m. to 3 p.m. Treat your car to an oil change, lube and car wash while you enjoy the Dahl Auto Museum, food and fun. All proceeds from this event will go to the Steppin' Out in Pink breast cancer research fund-raiser. The Lube-A-Thon will take place at all three of the Dahl Auto locations: La Crosse, Onalaska and Winona.



Then, visit the downtown La Crosse Dahl Auto car lot for the Oktoberfest Show and Shine on Sunday, Sept. 30, from 8 a.m. to 3 p.m. This classic car show is put on by local area car clubs and will feature old-time cars, the Dahl Auto Museum, a silent auction, raffle, food, music and fun. Proceeds from this event go to the La Crosse Operation Home Front Freedom Honor Flight. For more information, call 608-791-6494 or email museum@dahlauto.com.

SUMMER, SCANDINAVIAN STYLE



In Norway, there's no celebration like Midsummer, when light fully returns to the northern climate. Celebrate the longest day of the year by visiting Norskedalen for the 29th annual Midsummer Festival, held Saturday, June 23, from 9 a.m. to 4 p.m. and Sunday, June 24, from 11 a.m. to 3 p.m. Festivities include a pancake breakfast, Scandinavian baking and craft demonstrations, children's activities and plenty of music from the Norskedalen Trio, the Three Norskies, the Sons of Norway Wergeland dancers and more. Visit www.norskedalen.org for more information.



MAYO CLINIC
HEALTH SYSTEM

Your Birth. Your Design.

Top 3 reasons to deliver your baby at Family Birthplace.

1. Provider Choices and Expert Staff

Choose the provider that best fits your plans - an obstetrician, family physician or certified nurse midwife. Our maternity counselors and Family Birthplace staff are experienced and caring - helping you every step of the way.

2. Advanced Care

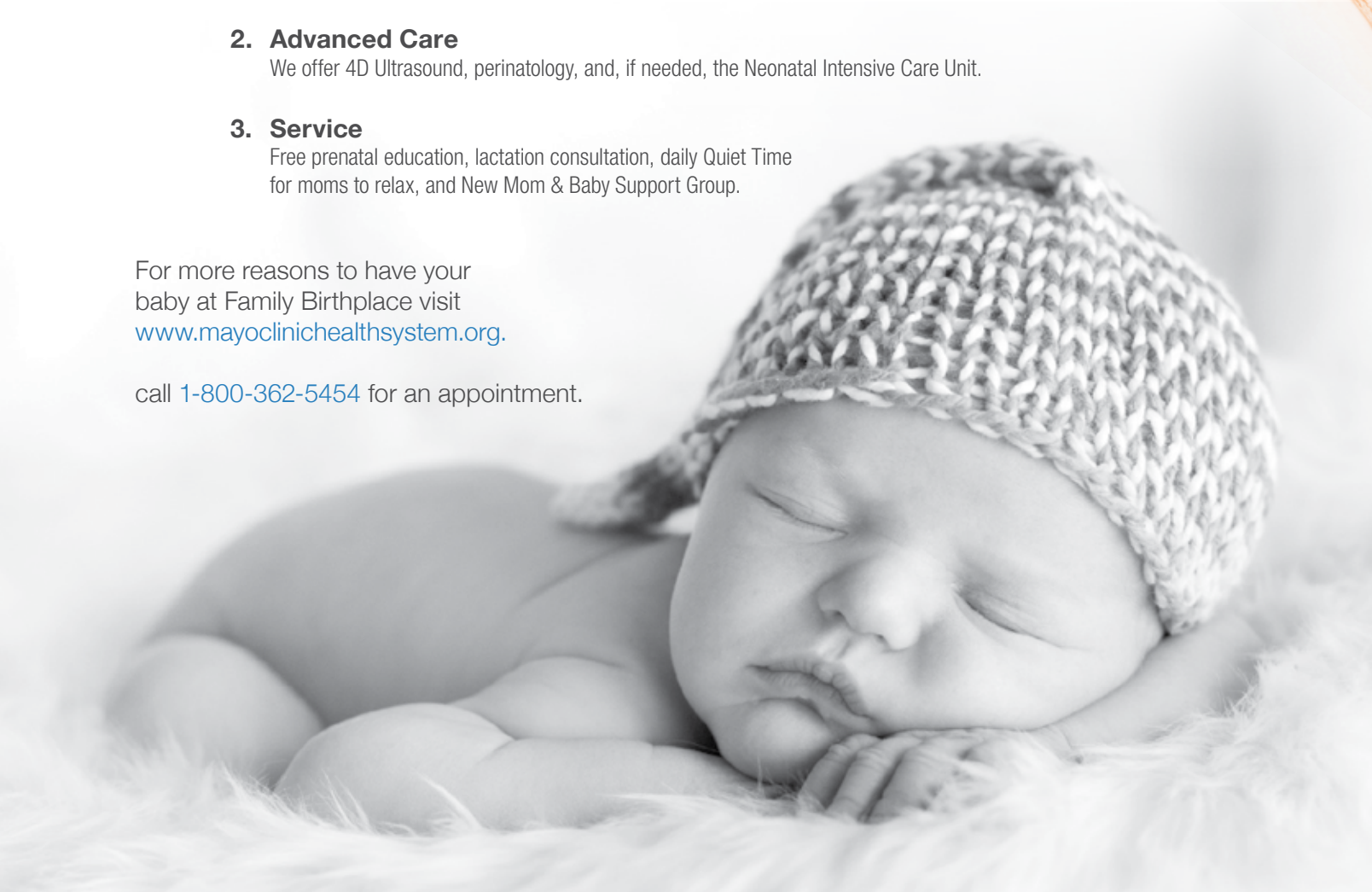
We offer 4D Ultrasound, perinatology, and, if needed, the Neonatal Intensive Care Unit.

3. Service

Free prenatal education, lactation consultation, daily Quiet Time for moms to relax, and New Mom & Baby Support Group.

For more reasons to have your baby at Family Birthplace visit www.mayoclinichealthsystem.org.

call 1-800-362-5454 for an appointment.



Franciscan Healthcare



© Aveda Corp.

THE ultimate salon & spa

why not propose this?

Before your wedding day, experience the marriage of pure flower and plant essences. Unwind with Aveda's therapeutic massages and aromatic facials, and explore an aroma sensory journey personalized for the two of you. Together you'll emerge ready for your new beginning. Celebrate your union and commit to an Aveda appointment today.

608.782.8720

2850 Midwest Drive, Suite 101
Onalaska, WI 54650



www.theultimatesalon.com

Meet Jamie and his family.

Jamie drives the Honda Civic GX—it runs completely on compressed natural gas, so they don't have to spend a lot on gasoline. Heidi likes driving the new Odyssey—she loves its sleek new look, the roomy interior, and the safety features that give her peace of mind. After all, they've got more important things to worry about!

Stop down to Honda Motorwërks and let Jamie help find the right vehicle for you and *your* family!



HondaMotorwerks.com | 4th & Cameron Streets, La Crosse





A Coulee Region Welcome

Women in the local tourism industry help put the Coulee Region on the map.

BY HEIDI GRIMINGER BLANKE

Photos by Janet Mootz Photography

A passion for the Coulee Region—and its tourists, businesses, area groups and residents—is the main requirement for the jobs of four area women. While each has a niche in the local tourist industry—the *La Crosse Queen*, Onalaska or the City of La Crosse—they all work to promote the best of what the region has to offer.

Boating in her blood

Kathy Jostad may work in a floating office, but she's grounded to the Coulee Region. Born, raised and still residing in the Mindoro area, she has worked for the *La Crosse Queen* riverboat cruises for more than 25 years, currently as part owner and its main employee. Her official title is general manager, meaning she "wears many hats."

Her days are varied, but Jostad's favorite part of the job is the business and accounting end. "That's what attracted me to the *La Crosse Queen* to begin with," she says. Most of Jostad's time, however, is spent booking charter cruises. She's booked wedding rehearsal dinners, corporate events and other celebrations of life. She recalls an event where the boat's furnishings were replaced with upscale pieces, creating an "executive lounge" and dining room. "No two days are ever the same," she says.

In the winter months when the boat doesn't run, Jostad continues to frequent the *La Crosse Queen* office. "I sell for the next season," she explains, reserving November through March for personal vacations and trips.

Jostad plans to stay with the *La Crosse Queen* until retirement. It's not the money that keeps her there. "You get the boating and the water in your blood," she admits. Sitting back in her office chair, Jostad doesn't seek the limelight, and she loves the casual atmosphere. "You get to wear all these nice *La Crosse Queen* shirts," she says with a big grin.

Although Jostad is geared up for a very busy summer, she and the *La Crosse Queen* team are "just happy to do what we do." The Coulee Region is fortunate to have Jostad behind the scenes of this great riverboat.

Still discovering Onalaska

Jean Lunde has been helping people discover Onalaska for more than 20 years. She began at Discover Onalaska as a part-time staff member in 1991, but moved to the position of tourism director three years later. While her organization concentrates on Onalaska, Lunde focuses on the entire Coulee Region, and she helps supply every visitor with a wealth of information. "My position is to promote Onalaska and the Coulee Region as a destination," she explains.

Originally from an area dairy farm, Lunde has worked in places as varied as Fort McCoy, Wis.; Fairbanks, Alaska; and Manhattan, Kan. Her current position puts her in contact with thousands of people every year, which is one of the most appealing parts of her job. "I love meeting new people who either visit the area or decide to move to Onalaska."

Traveling across the Coulee Region



Kathy Jostad
La Crosse Queen



Jean Lunde
Discover Onalaska



Michelle Hoch
La Crosse Area Convention and
Visitors Bureau



Kayla Shepard
La Crosse Area
Convention and
Visitors Bureau

When asked what area activities she recommends for women, Lunde quickly advocates the myriad outdoor options. She takes her own advice by biking the Great River State Trail, visiting area restaurants, hiking to the top of Greens Coulee Park and, of course, shopping the numerous Onalaska retail establishments.

Part of the current excitement at Discover Onalaska is the Great River Cultural and Tourism Center, scheduled to open in 2013. Lunde is looking forward to this new part of Discover Onalaska because, in addition to promoting tourism, it "will tell the life of the Mississippi for the past 12,000 years."

For women interested in becoming part of the tourism field, Lunde says, "Enjoy what you have in your own backyard and experience life in your own community. Become involved in events and get to know the attractions."

Exploring La Crosse

Kayla Shepard, Director of Media and Marketing, and Michelle Hoch, Director of Tourism, came to their jobs at the La Crosse Area Convention and Visitors Bureau (LACVB) from different directions.

Shepard graduated from the University of Wisconsin-La Crosse with a focus on recreation and hospitality management. After a stint in Florida, she returned to the area and began at LACVB one year ago. Technically, she is in charge of membership and networking opportunities for LACVB members, but she especially enjoys working on special events, such as the Between the Bluffs Beer, Wine & Cheese Festival.

Hoch started her career in accounting, but quickly determined the hospitality industry was a perfect fit. "I was working [at LACVB] part time while I was going to school and discovered this is what I like to do," she relates. She does all the tourism marketing, but her favorite part of her job is helping people find things to do in the area. Hoch puts herself in a visitor's place. "If I were someplace, I'd like someone to tell me what there is to see and do."

When asked about her favorite places in La Crosse, Shepard bubbles with enthusiasm. "Oh my goodness, there are so many," she says. "I'm really outdoorsy. I absolutely love Riverside Park and the marsh trails." Hoch also loves the outdoors, especially the river. "You get a different perspective of the area from the river," she says. However, as a mom, she also frequents places like the Children's Museum and Myrick Hixon EcoPark.

If the tourism industry sounds like an interesting career choice, Shepard recommends degree programs focusing not only on recreation and hospitality, but also on general management. Find a position in "any sort of business, whether it's a restaurant or hotel, something where you're participating in customer service," she says. Hoch seconds that, emphasizing the need for "hands-on experience and learning from peers in the industry." Together, Shepard, Hoch and the entire staff at LACVB keep their fingers on the pulse of all La Crosse has to offer.

Shepard sums it up: "Go out and explore." *(crw)*

Heidi Griminger Blanke moved to La Crosse in 1985 and is still finding new places to explore in the Coulee Region.

Year round women's recreational opportunities to enjoy!



Set Free 2 Enjoy

Our Activities:

- Kayaking • Hiking • X-skiing • Snowshoeing
- Geo Caching • Biking • Soft Recreation- Movies
- Game Nights • Theater • Moonlight Activities
- Informational Sessions • Hands on Clinics • And More!

608.792.5612
 setfree2enjoy@yahoo.com • www.setfree2enjoy.com
 Follow us on facebook!



The Pilates Studio LLC

608-781-2656
 www.pilatesstudioinlax.com



TAKE II

staging & redesign services

**Your furnishings...
Our design**

A fresh new look
for any room,
all in less than a day!

608.385.5479
www.take-ii.com



BITTERSWEET
 OUTIQUE & ANTIQUES

*Stop in and fill your heart, mind,
& soul with new insights.*

Downtown Lanesboro, Minnesota

The latest in trendy fashions arriving daily!

The Antique Lover
Buffets, porch beams, trunks, dressers, & more!

Personal Shopping Assistant!
Val or her associate will be on hand with fashion tips & tricks!

The Funky!
You'll love the variety of fashions & accessories!

Open at 10 am, 7 days a week • 507-467-2292 • www.bittersweetlanesboro.com • gilbpg@live.com

54th Annual

AAWW Art Fair
on the Green

Sat. July 28th
 10 a.m. to 5 p.m.

Sun. July 29th
 10 a.m. to 4 p.m.
 Admission \$4
 children 12 and under free

All proceeds from this juried art show go to local scholarships!



UW-La Crosse Campus Lawns 16th & State St.

Contact: 608-788-7439 or
 psalpe@centurytel.net

Permanently Yours
 Permanent Cosmetics &
 Permanent Hair Removal by
Darlene Binner
 CPE, L.E., L.C., C.D.T., R.E.

Specializing in beautiful, natural-looking brows!

Before & after pictures,
 prices and additional info at:
www.permanently-yours.com

Come visit us at About Face
 Salon & Day Spa or call:
 507-272-3179







Janet Mootz
 Photography
 507.895.6578
www.janetmootz.com

SENIORS

Beyer
Cabinets LTD.

IF YOU CAN DREAM IT,
 WE CAN BUILD IT.

Celebrating 25 years!



Your kitchen, Your bath, Your Way.
Designs for every lifestyle & life stage.
 440 Commerce St, Hwy 16 West Salem • www.beyercabinets.com
608.786.2220 | 877.786.2220

Ameriprise
 Financial

**What's important
 to you and your family?**

- Retirement Planning
- Educational Planning
- Estate Planning Strategies
- Investment Management
- Protection Planning
 Through Insurance Products

Ameriprise Financial and its representatives
 do not provide tax or legal advice. Consult
 your tax advisor or attorney regarding
 specific tax issues.

Brokerage, investment and financial
 advisory services are made available through
 Ameriprise Financial Services, Inc. Member
 FINRA and SIPC. Some products and services
 may not be available in all jurisdictions or to
 all clients.

 **MORIAH A. CODY**
 Financial Advisor
Hanson & Associates
 A financial advisory
 practice of Ameriprise
 Financial Services, Inc.
 500 2nd St. S., Suite 101
 La Crosse, WI 54601
608-783-2639 ext. 203
moriah.a.cody@ampf.com



The Coulee Region Art Beat

Art for everyone can be found at area festivals and art tours.

BY LEAH CALL
Contributed photos



From left: Art by Phyllis Martino (AAUW Art Fair on the Green), Bernadette Mahfood and Mary Singer, (Bluff Country Studio Art Tour).

The Coulee Region is rich with talented artists expressing their creativity on canvas, clay, wood, fiber, glass or metal. Art festivals and fairs around the region offer an opportunity for those artists to showcase their work. A road trip to any—or all—of the three area art festivals detailed here is well worth the time and effort. But plan to bring some cash—you won't leave empty-handed.

AAUW Art Fair on the Green

Date: July 28-29, 2012

Location: UW-La Crosse campus lawns at 16th and State streets

More information: pstaupe@centurytel.net

More than 4,000 people are expected to attend the 54th annual AAUW Art Fair on the Green, sponsored by the American Association of University Women. The event has grown from just seven artists in 1958 to more than 100 juried artists today. Taking place on the picturesque UW-La Crosse campus behind Morris Hall, fair attendees can expect top-quality art along with toe-tapping live music and tummy-tantalizing concessions.

"Attendees can easily spend a good part of the day there, just enjoying the art and the atmosphere," says fair organizer Pat Staupe.

The fair is a popular venue for artists from locations throughout the Midwest and beyond. As part of a juried show, the participating artists are judged with award presentations taking place on the first day of the event.

Paintings, jewelry, sculpture, woodworking, fiber art and more will be on display and available for purchase. In addition to

professional artists from around the country, student artists from Logan and Central High Schools will have their own booth, as will other local arts groups.

"We have such a variety of artists," says Staupe. "And the whole gamut of price ranges from very inexpensive to large paintings that are a bit pricey. About two-thirds of the artists are returning artists; about a third are new. There is always a variety—and there's always something new."

Admission is \$4.00 for adults and free for children under 12. Event proceeds go to local scholarships at area colleges and universities.

Driftless Area Art Festival

Date: September 15-16, 2012

Location: Soldiers Grove, Wis.

More information: www.driftlessareaartfestival.com

Visual artists, musicians and local food artisans come together annually on the third weekend in September for the Driftless Area Art Festival. The original organizers of this event, now in its eighth



Kids' art displays (left) and artists such as Joan Finnegan (right) are favorites at the Driftless Area Art Festival.

year, were struck by the number of amazing artists tucked away in the driftless region, a region in southwest Wisconsin, southeast Minnesota, northern Iowa and Illinois that was untouched by ice age glaciers and is known for its unique geology.

"Driving through the driftless area to get to the event is half the fun, because the area is so beautiful, especially in the fall," notes festival co-chair Liz Quebe, one of more than 20 volunteers who put in more than 3,000 hours each year to make the event happen.

The beauty of the area is a source of inspiration for the artists and is often depicted in the artwork at the festival. The number of participating visual artists is limited to 80. To be selected for the show, artists must first submit four slides of their work and a photo of their booth. All participating artists, including musicians and food vendors, must be from the driftless area.

Festival co-chair Jerry Quebe notes, "The thing that makes our art festival unique is that we are an *art* festival—with the emphasis on art. The media on the lower end may be considered crafts—fiber, jewelry, woodworking—but we try to find artists who apply art to those areas."

Visual art is available in a range of prices. The festival also offers a kids' activity zone and includes a children's art exhibit. Last year, more than 600 art pieces from kids throughout the area were on display. "We pick three winners, one from each grade level, and we purchase that piece of art," explains Liz Quebe. "In the spring fund-raiser, we auction the pieces off. The money goes to the art programs for that child's school. Last year, we returned \$1,400 to school art programs."

The festival's popularity grows annually, and organizers expect to top 5,000 attendees this year. Admission and parking are free.

Bluff Country Studio Art Tour

Date: April 26-28, 2013

Location: southeast Minnesota and northeast Iowa

More information: www.bluffcountrystudioarttour.com

You will need a full three-day weekend to take in the range of artists and galleries included in the annual regional art tour that extends from Winona, Minn., south to Decorah, Iowa, east to New Albin, Iowa, and west to Harmony, Minn. Started in 2000 by a handful of area artists, this tour is now a must-attend event for many area art connoisseurs.

More than 30 area artists are part of the tour, which includes about 23 stops at studios and galleries throughout the Bluff Country. With its stunning bluffs, valleys and coulees, it's the perfect setting for the artistic mind. "Many of the artists in our art tour are nationally recognized artists," notes glass and fiber artist Bernadette Mahfood, one of the original organizers of the tour. "We all live here, because we love it!"

Tour maps are available online, at the Winona Visitors Center and at a number of area businesses.

The tour includes one-of-a-kind rural studios as well as galleries such as the Lanesboro Art Center, featuring works from local and regional artists as well as a stained glass demonstration. Another must-stop on the tour is the Lanesboro community center, where a group of artists display their jewelry, pottery, fiber and wood art. Art tourists will also enjoy unique lodging and local food, wine and brew along the way. [\(crw\)](#)

Freelance writer Leah Call writes and lives with her family in Westby.

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

Experienced • Dedicated • Compassionate



Dawn Marie Harris, Attorney



Dawn M. Harris, Attorney
Over 19 years experience

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

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



Power House Marine, a family run business since 1960,
and a CSI Service Award Winning Mercury dealer.

We carry Mercury outboards, MasterCraft
ski/wakeboard boats, Bennington Pontoons,
Lowe Fishing and Roughneck Flat boats.
www.powerhousemarine.com

Tucker's
Power
House
Marine



518 LOGAN • LA CROSSE, WI 54603 • (608) 784-9380

Gundersen
Lutheran
MEDICAL FOUNDATION

Steppin' Out in Pink

Walk for local breast cancer research at
Gundersen Lutheran's
Norma J. Vinger Center for Breast Care

Saturday, Sept. 8, 2012
9 a.m.-12:30 p.m.

Sponsored by  pepsi.
PEPSICOLA OF LA CROSSE, WI

festival  DAHL
AUTOMOTIVE
— 1911 —



Register online at gundluth.org/steppinout

WE'RE FEELING **SPORTY.**

FITNESS MENU

WE'RE GOOD AT ENERGIZING FOLKS WITH COFFEE. BUT NOW YOU CAN POWER-UP WITH OUR FITNESS MENU ITEMS TOO.

DETOX SPORT TEA

SIBERIAN GINSENG, GINGER, BOTANICAL AND CITRUS FLAVORS. CAFFEINE-FREE.

MEGABERRY MANGO SMOOTHIE

STRAWBERRY, MANGO, BANANA, WHEY PROTEIN, MULTIVITAMIN AND AN ANTIOXIDANT BLEND

BANANA PROTEIN SMOOTHIE

BANANA PURÉE, WHEY PROTEIN, GREEK YOGURT AND MILK. PROTEIN: 14g SMALL / 18g LARGE

FRUIT AND YOGURT PARFAIT

BREAKFAST SANDWICHES NOT AVAILABLE AT ALL LOCATIONS
EGG & CHEESE OR EGG, CHEESE & BACON SERVED ON A TOASTED MULTI-GRAIN BAGEL.

MOKAmeal

BROWN SUGAR AND CINNAMON, TRAIL MIX, AND HARVEST FRUIT

MOKAbar ENERGY BARS

PUFFED KASHI CEREAL, PUFFED MILLET, WHEAT GERM, HONEY, OATMEAL, RAISINS, CHOCOLATE CHIPS AND PEANUT BUTTER.

MOKA

VISIT US AT ANY OF OUR SIX CONVENIENT LOCATIONS.
WWW.MOKACOFFEE.CO

- 1 2910 E. Washington Ave., Madison, WI
- 2 1814 Ward Ave., La Crosse, WI
- 3 123 West Ave., La Crosse, WI
- 4 306 12th Street SE, Rochester, MN
- 5 1023 N Broadway, Rochester, MN
- 6 5067 55th St. N.W., Rochester, MN



Franciscan
Spirituality Center

Register
before Sept. 1
**CALL
TODAY!**



SPIRITUAL FOUNDATIONS FOR LEADERSHIP

Leading from within ♦♦♦

SFL is a four-session residential program designed for individuals who seek deeper meaning and understanding in the workplace and community. Each workshop promises to enrich your inner spirituality to help build strong foundations for success as servant leaders.

Visit www.FSCenter.org or call
(608)791-5295 for more information.



New Store Now Open at TJ MAXX PLAZA

Pine Needles
quilt and sew

BERNINA⁺
HAS ARRIVED!!

\$10⁰⁰ OFF
\$30.00 Purchase

Expires 7-31-12
(CRW)

Pine Needles
quilt and sew

1300 Salem Road SW
TJMaxx Plaza
Rochester, MN 55902
507.226.8480
pnqs.net

Pine Needles
quilt and sew

Sewing • Quilting • Embroidery

NEW Location will Feature...

- State-of-the-art Classroom
- Convenient Parking
- Largest Selection of Quilting Fabric, Notions, Patterns in Southern Minnesota!
- BERNINA's starting at \$199.00
- Knowledgeable, Friendly Staff
- Ongoing Classes and Retreats
- Service Department
- Guest Speakers

**The Area's Premier
BERNINA⁺ Dealer!**

415 West Water St.
Decorah, IA 52101
563.382.4646

twitter f



Some
of our
favorite
things.

Story by Kranz & Ziegler

Touch of Class

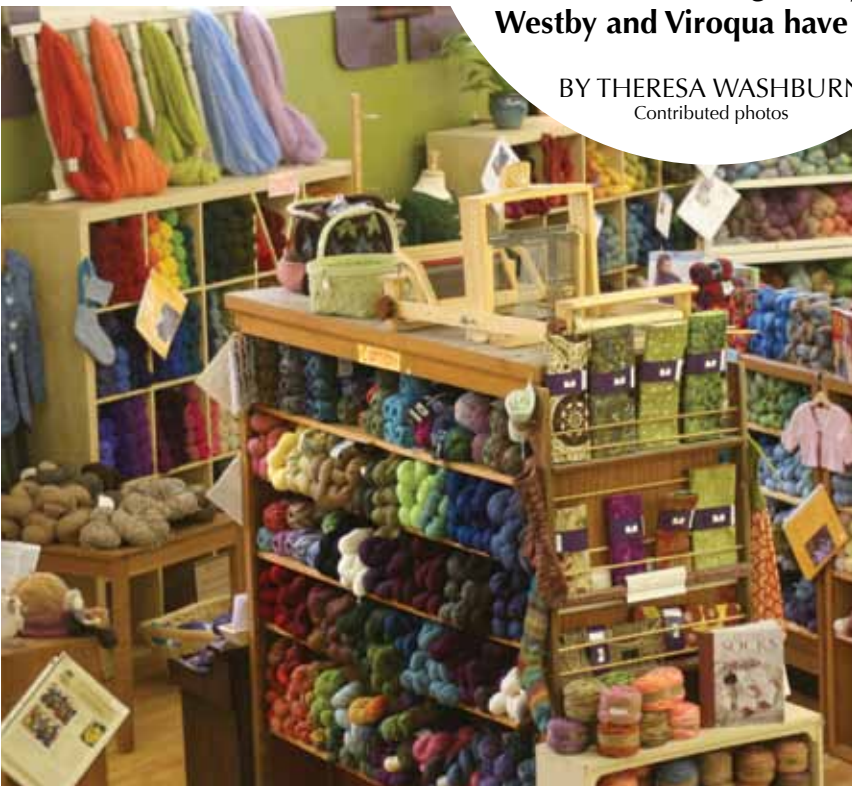
312 Main Street • La Crosse, WI 54601
608.784.2640 • www.shoptoc.com



A Perfect Day Trip

For an afternoon drive
or a weekend getaway,
Westby and Viroqua have it all.

BY THERESA WASHBURN
Contributed photos



Along the ridge top, deep inside the beautiful Driftless Region, two small towns connect through heritage, a long rivalry and a seven-mile bike trail. Westby and Viroqua, Wis., boast a distinctive array of woman-owned shops and eateries, and plenty of local color. And both are worth a day trip or an overnight stay.

Velkommen til Westby

One of the first sights upon arrival in the town of Westby is the *stabbur*—a traditional Norwegian storage house—built by a local Cashton man after a visit to Norway. The presence of the *stabbur* offers a hint of what is to come in this small town infused with Norwegian heritage.

A visit to Westby most certainly requires a stroll down Main Street and a stop at **Dregne's Scandinavian Gifts**. Owned by Jana Dregne, the shop has a 37-year tradition of offering unique Scandinavian gifts. From linens to flags to books to Norwegian food products, this store will engage your senses and instruct the newcomer on Norwegian traditions. "So many customers come in for the authentic Norwegian gifts, but they are looking for the story behind those items as well," says Dregne. "Like the trolls and gnome and *nisse* dolls—when people hear the stories behind them, it broadens their understanding."

After you've filled your eyes at Dregne's, turn the corner and head a block and a half to Marie Cimino's **Westby House Inn & Restaurant**. The elegant old-world restaurant is open for lunch from spring to fall and offers fresh sandwiches and salads. If you're looking to stay and take in the beauty of the Driftless Region, the Westby House can accommodate a variety of travelers. A full breakfast, 10 beautifully appointed rooms and a relaxed atmosphere are the outcomes of Cimino's desire to make everyone feel at home.

Looking for home décor or furnishings at reasonable prices? One of the great surprises in Westby is the **Uff-da Mart**, an unlikely store on Main Street teeming with incredible finds. Teresa Williams's store, which opened in 1989, includes rustic pine furniture as well as traditional home furnishings. "People come in and talk about all the cute things we have here," says Williams. Customers also love the friendly atmosphere at Uff-da Mart.

After a day of shopping, biking or sightseeing, dinner should be a relaxing experience. The **Old Towne Inn Supper Club** offers classic Wisconsin supper club fare, from tender steaks to walleye and seafood, all prepared under the careful eye of owner Susanne Wedwick, who works hard to ensure you enjoy every bite. It is one of those places the locals love; with a full parking lot and a fuller menu, it does not disappoint.

Viroqua's variety

The Driftless Region enjoys a flourishing alternative community, from the Pleasant Ridge Waldorf School to the abundance

of holistic practitioners and a landscape dotted with organic dairy farms and CSAs. Downtown Viroqua businesses reflect that creative spirit and sense of playfulness. A walk through Viroqua will always turn up an unexpected find and the feeling that you might not be "in Kansas anymore."



Tulips Boutique



Bramble Bookstore

Erika Hodapp and Erin Murdock each dreamed about opening a shop that would reflect their taste for the out-of-the-ordinary. When a small space on Main Street opened, it took only 72 hours for the two friends to make a decision, and the result is **Tulips Boutique**, a source for locally crafted whimsical gifts. "We choose our items carefully and strive to offer creative options as well as spark creativity," says Murdock. In addition to their astonishing array of gift items, they also offer specialized classes, like "Make Your Own Custom Duct Tape Dress Form" or "Make a Vintage-Style Full Apron." Always open to change, the store has recently been stocked with art supplies as well as a number of European children's toys.

Snuggled next to Tulips is **Pomegranate**, a one-story shop painted in a bright crimson offering beautifully crafted clothes and jewelry. Owner and artist Angie Bennetto knits some of these creations while tending to the loyal customers who adore her shop. Bennetto offers felted hats, dressed from recycled materials, imported clothing and handcrafted jewelry.

Across from Tulips and Pomegranate sits one of the friendliest bike shops you'll ever have the chance to visit. Alycann Taylor and her husband, Pete, run this multiservice sporting goods store and coffeehouse aptly named **Bluedog Cycles & Brewdog Coffee**. Voted one of the Top 100 Bike Shops in America by *Bicycling* magazine, Taylor and her husband strive to offer something for casual and serious cyclists alike. "We are a family/mountain/road bike shop," says Taylor. "We have a strong connection with Vernon Trails and the mountain biking community, but our shop is for everyone."

If you need to find out where to go on your bike, **Bramble Bookstore**, owned by Susan Paull, is located within the eclectic Main Street Station on the three-block historic district. The selections in this independent bookseller are numerous and feature local authors and regional publications, including guides of the Driftless Region. Bramble has an active schedule of author readings as well as a local book club.

The west block of Main Street in Viroqua hosts a generous mix of clothing, secondhand and specialty stores. On the north end, **Ewetopia Fiber Shop** now fills the old Felix's Clothing Store, with so much space it may well be the largest fiber shop in the Midwest. In 2007, owner Kathryn Ashley created the shop as an oasis of fiber and fun for serious fiber artists and beginning creative geniuses. "One hundred percent natural fibers are so much better to work with; they are so forgiving and not that expensive," says Ashley. She also offers knitting, felting and dyeing classes as well as locally raised, hand-dyed yarns from her own sheep.

The beauty of the region, its history, these businesses and many more add up to an ideal day trip destination for anyone in the Coulee Region. Westby and Viroqua delight and surprise the traveler with rich history, unusual finds, and a sense of community and pride. (crw)

Theresa Washburn is a writer and communications consultant. She lives in a quiet spot in Vernon County with her husband, daughter and a menagerie of animals.

Excellent Rates!

Homes • Farms • Flood • Auto

Call for a Quote

Chris Hanson

608.483.2351

**Hanson Insurance
Agency**

S1805 Hanson Lane • Cheseburg, WI 54621



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

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

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

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

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.

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



IT
BEGINS
WITH THE
Perfect FLOOR

• Carpet • Wood • Tile • Window Coverings

**COULEE CARPET
CENTER**

3625 Mormon Coulee Road
La Crosse, WI 54601

608-788-6445

\$97 INSTALLATION
One room or whole house.

SEE STORE FOR DETAILS!

Toll-Free: 800-657-6957

www.couleecarpetcenter.com

The Genuine. The Original.

OVERHEAD DOOR
7 Rivers
region

Buy any new residential
garage door from the
Overhead Door Company
of the 7 Rivers Region
and standard
installation is just

\$88.00



608-783-6080

Overhead Door Company of the 7 Rivers Region

W6797 Abbey Rd. • Onalaska, WI 54650

www.overheaddoor7rivers.com

INTRODUCING NOON TUNES

RIVERSIDE PARK

FREE MUSIC
THURSDAYS

11:30 AM - 1:30 PM

14 JUNE
THROUGH
27 SEPT



For more information
including performers visit
www.noontuneslacrosse.com



Thank you

Coulee Region
Women magazine

For 9 years of support and
helping others bloom through the

**Thank You For
Being a Friend Event**

**You can enrich
lives too!**

Here's how!

- Consider giving to the Women's Fund of Greater La Crosse or establish your own named fund.
- Volunteer your time and talent by joining one of our committees.
- Attend our events.
- Help us spread the word by telling others about the great work of the Women's Fund of Greater La Crosse!

*The Women's Fund
exists to enrich the
lives of women
and girls so
they can do
the same
for others.*



www.WomensFundLaCrosse.org

Wellness Fest 2012

Saturday, Aug. 4, 9 a.m.-1 p.m.
La Crosse Center, FREE admission

Wellness Fest 2012 is a fun and informative healthy living event – for yourself and the people you love. There's something for everybody from babies to seniors, including:

- Breakout sessions on a variety of health topics
- Educational displays and handouts
- Health screenings
- Demonstrations
- Fashion show
- Shopping
- Kids' play area

For more information, call Kathy at
(608) 775-4717 or email
wellness@gundluth.org.



Balanceyour7

Gundersen
Lutheran

A Balance Your 7 program from
Gundersen Lutheran





Wherefore Winona

From the Masters to motion pictures, Winona offers a jewel of an art scene.

BY LINDSAY BONNAR
Contributed photos



You know Winona for its historic downtown, river views and dramatic bluffs, but scratch its surface, and you'll discover its many art gems, found in festivals, museums and more. You don't have to be an art aficionado to enjoy what Winona has to offer—the opportunities featured here have something for all ages and interests.

Brush up your Shakespeare

Running July 20 through August 5, the Great River Shakespeare Festival (GRSF) draws theatergoers to the Winona State University (WSU) campus. The event features two Shakespeare plays—this year, the tragedy *King Lear* and the comedy *The Two Gentlemen of Verona*—and a non-Shakespeare production. This season's *The Complete Works of William Shakespeare (abridged)* is a parody about three actors who challenge themselves to perform all 37 of Shakespeare's plays.

"It should bring lots of laughs," says Irene ErkenBrack, director of sales and marketing. "All performances will be great this year, but this will be a surprise."

"People worry that they won't be able to understand [the plays] or that Shakespeare isn't for them, so we set things up to break down the barriers," ErkenBrack adds. Symposia are held before the performances to talk about the plays, allowing ticket holders to become familiar with what they will view. On Thursday nights, the audience can interact with the actors after the show. And anyone curious about behind-the-scenes action can see narrated set changes from play to play.

Patrons can also enjoy live music outdoors before productions on Friday and Saturday nights at free Concerts on the Green. The WSU

campus is also home to every tree native to the state of Minnesota, and the festival's Tour of the Trees showcases them.

A small staff works year-round to coordinate the festival. "We make sure that all of the details are attended to, so that when patrons are here, we have time to talk and interface with them," says ErkenBrack. The company grows to more than 100 people in mid-May, once all the designers and actors arrive. GRSF also involves more than 400 volunteers.

"I was amazed at how many volunteers give their time to the organization," says ErkenBrack. "I love the enthusiasm, it's very inspiring!" More information can be found at www.grsf.org.

A Minnesota masterpiece

Inspiration may also be found just a short drive northwest of the WSU campus. In 2006, the Minnesota Marine Art Museum (MMAM) began a mission to "engage visitors in meaningful visual art experiences through education and exhibitions that explore the ongoing and historic human relationship with water." MMAM focuses collections and exhibits around a maritime theme, which includes works involving ships, exploration, nature inspiration and naval warfare.

"[The theme] is part of what we are, but it's more than that. We are what our mission says," said Andrw Maus, head administrator.

MMAM expresses its mission through ever-changing exhibits and permanent and long-term-loan collections of art. The permanent collection includes a wide variety of maritime items,



Above: Crystal Hegge is the director of the Frozen River Film Festival. Below: The Minnesota Marine Art Museum is home to 450 paintings and artifacts from local artists to Van Gogh. Previous page: Plays featured at 2011 Great River Shakespeare Festival included *A Midsummer Night's Dream* (left and center) and *The Fantasticks* (right).



from paintings to navigational tools to historical artifacts. The Burrichter/Kierlin Marine Art Collection is on long-term loan to MMAM, featuring 450 paintings and artifacts, including work by Monet, Picasso and Van Gogh. The museum also hosts the Leo and Marilyn Smith Folk Art Collection, featuring hand-carved wood sculptures by a local couple.

MMAM also displays 10 to 12 exhibits a year, for an average of three months at a time. "We do a lot of regional exhibitions to complement the international nature of our collections," says Maus. "[This summer] we are getting what is really one of the most significant series of books ever created." *Birds of America: Rare Prints* by John James Audubon is a complete series of four large-format original volumes of *Birds of America*

that will be on display May 17 through August 12. To honor this rare and fragile collection and still give visitors a unique experience, the staff has scheduled weekly page turnings. Complementing this exhibit will be a collection of nature photographs by Craig Blacklock of Moose Lake, Minn.

MMAM originally opened with three galleries, but grew so quickly that a fourth was added in 2009 to accommodate its expanding collections. "We operate thanks to the support of thousands of people," says Maus. For more information on MMAM, go to www.minnesotamarineartmuseum.org.

A festival worth freezing for

Despite falling temperatures, Winona's festivals go on. The Frozen River Film Festival (FRFF) takes place at the WSU campus during the last week in January.

"It helps that it is in the middle of winter," says Crystal Hegge, festival director. "A lot of towns have things going on all summer, and we are not trying to compete with them."

Each year, a different topic is chosen as a focus (the topic for 2013 is Well Connected). A volunteer screening committee of 12 people—of all ages and backgrounds, from interns to parents to retirees—view and select the films. They look for films that are done

well cinematically, as well as films that tell a great story. Each submission receives three reviews before it is passed on for final review by the staff.

Film submissions begin in April and are open through October. Then, Hegge says, the committee and staff do a "marathon viewing" at the end of October. During this time, they will watch four to five documentaries in a night, up to 14 or 15 a week. "It's pretty intense!" she says. In November, the film slots are filled.

During the week of the festival, the theme is carried out in everything from workshops to the food that is served. There is also live music, speakers and several booths, activities and films geared toward children. Since the first festival in 2006, FRFF has gotten so big that people had to be turned away for the first time this year.

"We are really looking at things and trying to figure out where to expand and where to stay small. This will be a transitional year to figure out the next step," Hegge says. For more information, go to www.frff.org. (crw)

Wyoming native Lindsay Bonnar enjoys seeking out the unique festivals and features that this area offers. She hopes to include all of these stops in her future plans.



DOWNTOWN MAINSTREET INC.

www.lacrossedowntown.com

You don't have to leave town to enjoy a day of exploration. For fantastic food, unique shopping, entertainment and more, look no further than downtown La Crosse. Follow this guide, and we'll bet you'll discover something you never even knew La Crosse had to offer.

That's entertainment!

Take a stroll down memory lane and immerse yourself in the rich history of the most widely used mode of transportation—the automobile. The **Dahl Auto Museum** celebrates the Dahl family's involvement as automotive dealers, a history spanning more than 100 years and five generations. Take in the history of the automobile through the eyes of Ford Motor Company, an extensive mascot collection and many beautifully restored classic automobiles from the turn of the century to the present.

La Crosse Community Theatre announced its 49th season by "Looking Back, Moving Forward." Six incredible productions will highlight its history and celebrate the opening of its new home in the La Crosse Performing Arts Center. The La Crosse Community Theatre will be taking possession November 2012 with a grand opening in January 2013. Construction is under way, but fund-raising continues. The design of the La Crosse Performing Arts Center includes a 450-seat theatre, 100-seat theatre and 2,000 square feet of classroom space. It is an exciting time to be in La Crosse!

Shop till you drop

Don't miss **Designing Jewelers**, home to the largest selection of one-of-a-kind jewelry in the tri-state area. You'll find gemstones from around the world and custom engagement rings. They also offer jewelry and watch repair, estate services, appraisals while you wait, gemstone recutting, digital goldsmith designs and watch battery replacement. Discover the "best kept secret" in La Crosse and get a bigger diamond for your dollar at Designing Jewelers.

For fun and sassy décor, unexpected gifts, hip jewelry, cottage-style cupboard, shabby-chic buffet, crystal chandeliers, restyled vintage and uncommon objects, you can't pass by **Painted Porch** in the historic Powell Place.

You'll love what you find at **Honig's**: an eclectic mix of gifts and home accessories from well-known designers and local artists alike. You'll find Brighton jewelry, Thymes products, Maruca handbags and Danny K handbags, plus jewelry, pottery, kitchenware, tabletop and serving pieces, decorative and personal accessories, gift wrap and greeting cards, children's gifts, plus many fun, locally crafted products downstairs at Funk E. Arts.

JoBa Flat offers affordable women's clothing with high-quality design and fabrics. Fashions from previous seasons are coordinated with current trends to offer exciting wardrobe building in a professional, one-on-one shopping experience through a trunk show format. JoBa Flat's designers work for Carlisle Etcetera, LLC, located in New York, and fashions are offered seasonally: Spring, Summer, Fall and Holiday. JoBa Flat ensures clients develop a flattering, fashion-forward wardrobe.

"Time isn't the only thing on our side" at **La Crosse Clock**. A

THE MISSION OF DOWNTOWN MAINSTREET INC.
IS THE ECONOMIC REDEVELOPMENT AND
REVITALIZATION OF DOWNTOWN LA CROSSE.

Take a stroll down memory lane...



Hours: Thursday 2 to 7 pm, Friday and Saturday 10 am to 4 pm



711 South 3rd Street
La Crosse WI 54601
608.791.6494
dahlautomuseum.com



- Explore the rich history of the automobile.
- Discover Dahl family's dealership involvement spanning over 100 years & five generations.
- Learn the history of the automobile through the eyes of Ford Motor Company.
- View the beautifully restored classic automobiles - turn of the century to present.

You can travel the world
over...but the best food is
right here!



artisan cave aged cheese

Hidden Springs Creamery,
Westby, WI



The People's Food Co-op

315 Fifth Avenue South
downtown La Crosse
608.784.5798 • www.pfc.coop



*Designing
Jewelers*
"The Best Kept Secret
in La Crosse"



Welcome to **Designing Jewelers**, located in a fully renovated historic building in downtown La Crosse. At **Designing Jewelers**, you'll find a large selection of custom and one-of-a-kind pieces of jewelry, including a large selection of engagement rings. We offer a variety of services including jewelry and watch repair, estate and appraisal services, and watch battery replacement while you wait. Come see the "best kept secret in La Crosse." At **Designing Jewelers**, we promise you a bigger diamond for your dollar.

314 4th Street South La Crosse, WI 54601
608-782-4499
www.designingjewelers.com



RIVER CITY GOLD & SILVER EXCHANGE

Deal with the No. 1 buyer in western Wisconsin. **River City Gold and Silver Exchange**, boasting 117 combined years of experience, is paying 96 percent or more of the current market price for gold and silver bullion. We also buy scrap gold, diamonds, estate jewelry, silver (including tea sets) and costume jewelry. **River City Gold and Silver Exchange** pays you on the spot. We are located in downtown La Crosse—just look for the red awning.

316 4th Street South La Crosse WI 54601
608-782-7541 Toll Free 888-917-6539
al@rivercitygoldandsilver.com

clock is more than an object for telling time, just as a purse is more than something to carry things in or a dress is more than something to wear. It's about style, value and fun fashion for the home today and for years to come. La Crosse Clock is the only store of its kind for hours around.

LARK is a one-of-a-kind boutique, where owner and fashion designer Andrea Fisher creates a collection of fine-quality clothing that is unique and well-tailored, ideal for building or complementing your wardrobe. LARK makes shopping as easy as possible by outfitting you from head to toe. They offer jewelry and accessories by local and independent artisans and carry a fun, stylish and versatile collection of shoes. Let LARK help you look your best and make shopping fun again.

Satori Arts Gallery is in a National Historic Landmark building on Second and Pearl streets in downtown La Crosse, and they're known for the unusual. Their selection includes ancient Chinese artifacts, custom wedding rings, Mississippi River pearls, sculpture, graphics and unique, one-of-a-kind, affordable jewelry.

Smith's Cycling and Fitness is La Crosse's most experienced bicycle and fitness store. From road bikes to mountain bikes, cycling clothing to shoes, and everything you will need to keep you and your bicycle running strong, Smith's has the best selection of men's and women's cycling products in the La Crosse area.

Find supplies for the paper crafter at **Stamp 'n Hand** on Pearl Street. They have a wide variety of rubber stamps, stencils, stickers, unique papers and embellishments too numerous to list. You'll also find SkyLanterns, gifts, greeting cards, journals and home and garden décor.

Expect something special when you shop at **Touch of Class**. The latest fashions, shoes and accessories, fine jewelry and the best in gifts and tabletop—you can find it all in one beautiful shop.

A Vintage View specializes in antiques, vintage home décor, gourmet foods and gifts displayed in eight themed rooms, including a man's study, children's nursery, kitchen and sunroom. A Vintage View takes up the entire 8th floor of the Historic Lynne Tower on

Main Street. They love finding local treasures and have a unique consignment set-up; if you have unique items to sell, they will come to you.

Handmade Natural Beauty Boutique features a locally handmade line of natural bath and body products, including soaps, lotions, lip balms, scrubs, mineral cosmetics, soy candles and more. With handmade jewelry, glassware and a custom blending bar where you can create your signature scent, this newly expanded boutique is your one-stop shop for personal care and gift-giving needs. Custom gift baskets and gift certificates are available.



Convenient services

Established in 1992 and conveniently located in the historic Schintgen Building, **Express Printing** is your choice for all local business printing needs—whether wedding, graduation and party invitations or in-house graphic services, banners and full-color copies. Free parking is located in Wettstein's adjacent lot.

River City Gold & Silver Exchange consistently pays 96 percent or more of the current market price for your gold and silver, bullion, rounds and bars. They also buy antique and estate jewelry and diamonds, costume jewelry, gold and silver coins, sterling silverware and tea sets, and watches. They offer more than 117 combined years of experience, instant payment and house calls—just ask!

Refresh yourself

Cabin Coffee Co. is an upscale coffeehouse serving coffee lovers and non-coffee lovers alike in a warm, welcoming environment. Located on the corner of Fourth and Jay streets, it offers coffee roasted on-site, breakfast and lunch, fresh baked goods, catering, a meeting room, gifts, a kids' play area and free wi-fi. One of seven franchise locations, the La Crosse Cabin Coffee Co. is locally owned and operated by Ed and Cathy Bauer of La Crosse, who live and believe its motto: "Just be happy ... and have FUN!"

Discover a little bit of Chinatown right here in La Crosse. **Cha Guan Tea Shop**, tucked into the first floor of the Dorflinger Building on Fourth and Main streets, offers more than 150 loose-leaf teas, as

Downtown La Crosse

UPCOMING EVENTS

Noon Tunes 11:30 a.m.–1:30 p.m.

in Riverside Park

June 14: Bill Miller

June 21: The Balfany Quartet

July 12: Latin Vibe

July 19: The Coulee Region Steel Drums

July 26: Joe Cody



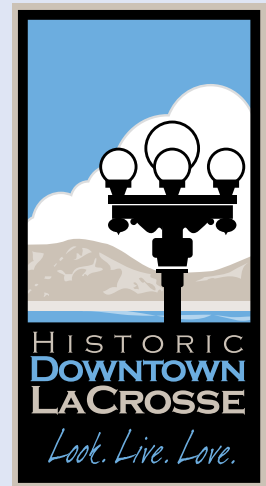
Smith's
Cycling & Fitness

Est. 1895

125 7th Street N
La Crosse WI 54601
608.784.1175
www.smithsbikes.com

\$5 off a \$20 purchase
expires August 31, 2012
regular priced, in-stock items only

 The La Crosse area's most experienced bike shop.



**HISTORIC
DOWNTOWN
LACROSSE**
Look. Live. Love.

DOWNTOWN MAINSTREET INC.

JOIN US FOR THESE FUN EVENTS!

June 15-24: La Crosse Community Theatre—The Phantom Tollbooth
June 25: Downtown Night at the Loggers
July 12-14: Krazy Daze—Thursday 8 a.m.-6 p.m., Friday 8 a.m.-6 p.m., Saturday 10 a.m.-5 p.m.
July 13: Krazy Daze Street Dance, 6-9 p.m.
Visit www.lacrossedowntown.com for more information.

MORE THAN YOUR AVERAGE COFFEE SHOP...

- ★ Fresh Roasted Coffee Beans
- ★ Gifts & Gift Certificates
- ★ Fresh Baked Bagels, Scones & More
- ★ Breakfast & Lunch
- ★ Catering & Coffee on the Go
- ★ Meeting Room
- ★ Free Wi-fi

FUN kids area complete with Tee Pee!

Just Be Happy
CABIN COFFEE CO.
...and Have Fun!

401 Jay Street | La Crosse, WI 54601 | Phone: 608.519.3055
Email: lacrosse@cabincoffee.net | www.cabincoffeecompany.com
Facebook.com/CabinCoffeeLaCrosse and Twitter @CCC_LaCrosse



TRAVEL JOURNAL
PACKING LIST

Comfy shoes
Soft cotton blouse
Breezy beach dress
Cool clam diggers
My favorite Tee

LARK HAS IT ALL!

EXPLORE LARK

DOWNTOWN LA CROSSE
319 MAIN STREET
782-1025
WWW.LARKBOUTIQUE.NET



FALL PREVIEW
END OF JULY

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

JONELLA RADEMACHER
608-787-8512
jrademach@charter.net

BARB SKOGEN
608-783-2040
bskogen@skogensfest.com

JoBa Flat
www.jobafat.com
ETCETERA



TWF
THE WATERFRONT
RESTAURANT AND TAVERN
On the Mississippi, downtown La Crosse

Eat, Drink & Be Merry

328 Front Street South | 608.782.5400
www.thewaterfrontlacrosse.com



well as teaware, Asian gifts, dim sum food, tea tasting parties, bubble tea and smoothies.

Wine Guyz is La Crosse's original wine bar, with the most knowledgeable staff in the area, up to 36 wines by the glass, a fantastic beer list of micros and imports, gourmet appetizers, the Back Alley Deli, hundreds of wines available to take home and beautiful gift baskets. Enjoy a wine flight and or their "Wine 101 Tasting Series," featuring samplings of wines from around the world.

Linger over dinner

For fine dining, you can't miss the **Waterfront Restaurant and Tavern**. La Crosse's only downtown restaurant on the Mississippi River serves up eclectic traditional and contemporary fare complemented with a newly expanded patio, live music every weekend, extended Happy Hour Monday through Saturday and sushi every Wednesday night in the tavern.

Fayze's Restaurant and Bakery has created a tradition of mouthwatering recipes

and flavors to suit any style. Enjoy breakfast, lunch or dinner in a comfortable, casual atmosphere. Order your favorite cocktails from the full-service bar. And before you leave, check out homemade bakery treats and a variety of sourdough breads, along with Fayze's signature Talame™ buns. Large-group space is available for family reunions, rehearsal dinners or parties.

The **People's Food Co-op** is a locally owned natural foods store featuring local and organic produce, bulk spices, grains and flours, fair trade coffee, tea and nuts, a large vitamin and wellness department as well as locally raised beef and fresh, delicious bakery treats, salads and sandwiches from the deli. For finer dining, go upstairs to **Hackberry's Bistro**. Relax in a welcoming atmosphere overlooking tree-lined Cameron Park while enjoying creative dishes made with quality ingredients. Featuring breakfast, lunches and weekend brunches, as well as wines, brews, cocktails, an espresso bar and homemade desserts. (crw)


**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

EXPRESS PRINTING LLC
 Your "Can Do" Printer!
 Banners & Custom
 Wedding
 Printing
 For all your
 printing &
 copying
 needs!
608-784-4900
 Downtown La Crosse Between
 Del's Bar & Wettstein's
 227 N 3rd Street • La Crosse, WI 54601
 www.expressprintingwebs.com


**The
WINE
GUYZ**
 wine without attitude
 Tuesday Night Date Night. Back Alley Deli.
 Wine by the Glass, the Bottle and the Flight!
 Gift Certificates. Baskets. Atmosphere!
 122 King St. Downtown La Crosse
608.782.9463 • www.wineguyz.com

**STAMP
& n-
HAND**
 • Gifts
 • Handcrafts
 • Rubber Stamps
 • Papercraft Supplies
 Follow the yellow
 brick road to
 Stamp 'n Hand
 for your **AHH'S!**
608-784-1234
 200 S. 4th St., La Crosse
 www.RubberStampsLaCrosse.com


 An eclectic mix
 of gifts & home
 accessories including
 Brighton Jewelry.
 Also
 home of
Funk E. Arts
 Local Artisans
 531 Main St.
 La Crosse
 608-782-4472
 www.honigsgifts.com
**honig's
GIFT SHOP**
 Your local
 gift store
 since 1927
Always in style!

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

A Vintage VIEW
Antiques,
Home Décor, Gifts,
Gourmet Food &
Consignment
(608) 519-2620
HOURS:
Wed-Fri: 10-6
Sat & Sun: 11-5
318 Main Street • 8th Floor • La Crosse WI 54601
www.avintageview.net



**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

**When they tie the knot,
why not a gift from**



LA CROSSE CONCERT BAND
**WEDNESDAYS
7:30 p.m.**
**Riverside Park
Downtown La Crosse**
**June 6, 13, 20, 27
July 11, 18, 25**

2012 Concerts in the Park

JOIN US FOR THIS FREE CONCERT SERIES!
All concerts begin at 7:30 p.m.
Rain Site! In the event of inclement weather, concerts begin
at 7:30 p.m. in Central High School (new time).
Details at www.LaCrosseConcertBand.org

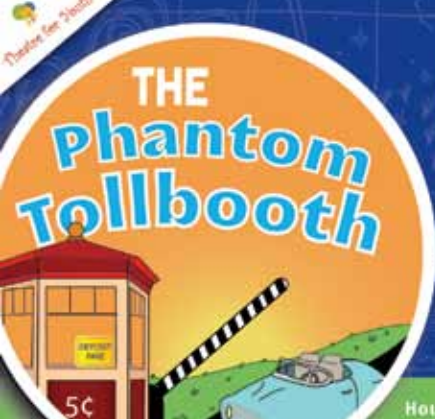


lacrosse
125 S. 2nd St.
La Crosse, WI 54601
608.782.8200
TOLL FREE 877.360.2657
lacrosseclock@aol.com
www.lacrosse-clock.com
CLOCK
Time isn't the only thing on our side.



**THE
phantom
Tollbooth**

June 15-24
Call for tickets! 784-9292
LA CROSSE community THEATRE
lacrossecommunitytheatre.org
Hours 11am to 5pm Mon-Fri • 118 5th Ave N, La Crosse



Cha Guan 茶馆
Tea Shop
Mon-Sat 10:00 - 7:00
608-738-1221
**Over 100
Loose Leaf
Teas**

- Tea Tasting Party
- Bubble Tea & Smoothies
- Teaware
- Asian Gifts
- Dim Sum Food

400 Main St • Suite 102 • La Crosse WI
Inside the Doerflinger Building
www.chaguanteashop.com



Soaps • Lotions • Candles • Cosmetics
Glassware • Jewelry & more!

Present this ad for a
FREE GIFT
with \$15 Purchase
One coupon per person. Expires 8-31-12.

Join us
on Facebook!

**HANDMADE
Natural Beauty™
Boutique**

Handmade Natural Beauty Boutique
200 Main St., Powell Place • La Crosse, WI 54601
608-782-SOAP (7627) • www.naturalbeautysoaps.net



PAINTED PORCH
Décor Extraordinaire

Fun & sassy décor, unexpected gifts, hip jewelry
restyled vintage & uncommon objects!
Open every Thurs., Fri., Sat. 10 - 5:30
200 Main St. La Crosse • 608-782-6222





Cruise around the Coulee Region and beyond, from La Crosse to Winona to Independence, Wis., and you'll encounter fabulous finds begging you to take them home. The area shops featured here are full of special products eager to grace your home.

Mementos

Bring home treasures from your travels in the Coulee Region.

BY JESSICA LACANNE
Photos by Atpik Studio



1 Southern Exposure Silver, Independence, Wis.
Clay planter, \$45.00; clay Puebla bird bath, \$55.00; clay vase, \$55.00

2 Touch of Class, downtown La Crosse: Vietri Sara's Vista hand-painted utensil holder, \$70.00, and oval platter, \$135.00; Vietri Tuscan garden canister, \$185.00

3 Pretty Things on Third, Winona
Clockwise from top: Cappelli sun hat, \$32.95; scarf, \$14.95; sunglasses, \$14.95; Cappelli purse, \$32.95; Corkys flip flops, \$24.95

4 Painted Porch, downtown La Crosse
Vintage dress form, \$169.00; old world metal crown, \$26.99; necklace, \$21.99

A Vintage View, downtown La Crosse
Labeled suitcase, \$99.99; small tweed suitcase, \$45.99; large tweed suitcase, \$69.99

5 La Crosse Clock, downtown La Crosse
Blue bridges clock, \$49.95; Pettibone Park gazebo clock, \$24.95; eagle sculpture clock, \$19.95

6 The Canticle, Onalaska
Clockwise from left: Demdaco Kelly Rae Roberts Collection hanging angel, \$21.95; Tea forté Kati tea mug, \$12.95; Kitras "Tree of Enchantment" hand-blown glass, \$47.95; Jacki Design ring holder, \$26.95; Tea forté antioxidant amplifier organic tea, 50¢ each



MAGIC 105
"THE BEST VARIETY!"

Spend time together... on the river!

Watch for us on the Beach Cruiser handing out prizes!

Summer Fests and Outdoor Fun require Magic 105!!!

Visit www.wlax.com

facebook Follow us on twitter




Visiting Homecare Services
Caring help at home

Caring for an aging family member can become challenging and overwhelming. **Let us help.**



We provide in home care and assisted living services at affordable prices, and customized for each individual client.

608.397.5924

www.LaCrosseVHS.com
LaCrosseVHS@gmail.com

Timeless Wedding Photography



atypik Studio

also shooting: families | seniors | children

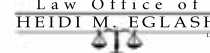
www.atypikstudio.com
314 Main St., Onalaska, WI 608-796-0538

Thank you to our Sponsors...

coulee region women
Thank You for Being a Friend









DIAMOND:
Franciscan Healthcare Auxiliary

GOLD:
American Heart Association, Greater Midwest Affiliate
Breidenbach Chiropractic
Brilliant Bodywork
Celebrating Home-Moe Dray
Honda Motorwerks
LARK
Lillian's
Mary Kay-Trudy Swenson
Masterpiece Collections-Linda Mast
Norwex-Karla Collins
Physicians Weight Loss
Scentsy-Pam Vig
Signature Chiropractic
Sweet Shop
Take 5 Productions
Travel Leaders Owned and Operated by Goli's Avenues of Travel

GEM:
Altra Federal Credit Union
Arbonne-Kim Radtke
Chelson B Salon
Edward Jones-Amy Stodola
Honig's
Howes Diamond Jewelers
La Crosse Symphony Orchestra
kick
ResCare Home Care Wisconsin
Macy's

Floral by La Crosse Floral
Fashions: Herberger's, Lark, Lillian's, Touch of Class

...For a wonderful afternoon of friendship & supporting The Women's Fund of Greater La Crosse.



The *Wedding Magazine Coulee Region* received a "Best of Division" award for outstanding achievement in Magazines, Newspapers and Inserts within the category Fashion/Health/ Popular Culture Magazines at the 12th Annual Graphics Excellence Awards.

Coulee Region Women magazine received an "Award of Excellence" award in the category of Magazine Series. These awards cover the tri-state area of Wisconsin, Illinois and Indiana through the Great Lakes Graphics Association. More than 1,000 total entries were submitted in the competition.



Pelvic Floor Clinic Improves Quality of Life

Since its opening in 2009, a growing number of area women have turned to the Pelvic Floor Clinic at Mayo Clinic Health System—Franciscan Healthcare to ease the pain and embarrassment of pelvic floor disorders, which can include urinary incontinence, pelvic prolapse and fecal incontinence. The clinic's multidisciplinary team develops a plan of care to fit each woman's individual lifestyle. Treatment options include physical therapy, medication and surgical intervention, such as sacral neuromodulation for urinary and bowel control. Many new treatment options are minimally invasive. To learn more about how the Pelvic Floor Clinic can help you, call 608-392-9700.



Nordeen Design Gallery Under New Leadership

Janelle Byus is the new president and co-owner of Nordeen Design Gallery in La Crosse, which specializes in residential and commercial interior design. She has been certified by the American Society of Interior Designers, has been a professional for 13 years and was most recently an instructor of interior design at Western Technical College. She has also attained a master's degree in Professional Development from UW-La Crosse.

"I can't wait to get back to helping clients create beautiful spaces for their homes and businesses," says Byus. "Nordeen Design Gallery is moving forward, and the process is exciting!" Byus can be contacted at 608-784-9530.

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

ATTENTION!

parade of homes® 2012

is moving to August!

The new 2012 dates are:
Aug. 17-19 & Aug. 23-26



30077938 ks

For information call:
(608)781-5242 or visit
www.labaonline.com



Visit our Gift Shoppe!

Sponsored by **Franciscan Healthcare Auxiliary**

- Baggallini® bags
- Jewelry
- Scarves
- Seasonal items
- Home décor
- Baby items
- Greeting cards
- Willow Tree® Angels *and much more!*

Open daily.

Hours vary.

Located inside the hospital lobby.

700 West Ave. S. La Crosse

Franciscan Healthcare

mayoclinichealthsystem.org

©048-108



A Dream of a Little Shop

Women bring business, tourists and community to Galesville.

BY JESSIE FOSS

Contributed photos

Surrounded by rolling hills, fresh waters and towering cliffs about 20 miles north of La Crosse sits Galesville, a small town known for its historic downtown centered on the town square. While the town might be best known for the buildings themselves, it is the businesses housed within those buildings that have added life to the community for years.

The Common Market, Renaissance Bakery, Jackie O's and the Treasure Chest are staples of the town and are all owned by women. Each business offers its own atmosphere and products, but what they all have in common is the business owners' desire to offer something unique to their customers.

A little bit of everything at the Common Market

Stepping into the Common Market (pictured above) is, in a way, like stepping back into time. That's exactly how Joyce Johnson, owner of the market for the past 26 years, likes it.

"What I really like about [the Common Market] is the uniqueness of it," she says. "It feels like an old country market. It has a good feeling."

When Johnson bought the business, her plan was to try it for five years, but she says the demand for the store to stay open and the amazing journey of owning the store is what has kept her going for many more.

Johnson's business features a little bit of everything. Lining the shelves are items ranging from spices to vitamins to coffee to produce and gift items. She tries to offer a large variety and as many local products as possible.

Johnson says her family and the Galesville community have been a huge help, and her basic philosophy is to give back to the town she loves.

"I call it community service," she says of running the market. It is that caring attitude and hometown feel of the store that Johnson believes keep people coming back instead of heading off to larger, more modern supermarkets.

The Common Market is located at 19853 E. Gale Ave. Those looking for just about anything can visit Monday through Saturday from 9 a.m. to 5:30 p.m.



Left and right bottom: Run by Jackie Olson (left) and her daughter Liza, Jackie O's adds warmth and community to Galesville's historic downtown. Right top: Eye-catching displays fill the Treasure Chest.

Baking up goodness at Renaissance Bakery

The rebirth of bread: that's the goal of sisters Harmony Bork and Sally Reimer, owners of Renaissance Bakery.

The pair has owned the bakery for nearly five years and has been baking breads and pastries with the devotion of providing the community with quality organic baked goods.

The decision to buy the bakery came when Bork was unhappy with her job at the time and Reimer was looking for something new. The sisters grew up baking together, so that part of the business came with ease, Bork says. "We grew up on a farm and knew how to bake and cook," she says. "It just comes naturally."

Bringing bread back to its basics is so important to the sister duo that all the bread they make is handmade except the baguettes, which are formed by machine. An average day sees the two making around 150 loaves, and that number goes as high as 250 on busy days.

That amount of work, Bork says, is where they want it because they are still able to offer just a little bit extra for their customers. "We want to stay local, stay here and stay on the square," she says.

Right now Renaissance Bakery doesn't have a store in town—although Bork says that could change in the future—its products are available at the co-ops in La Crosse, Viroqua, Winona and Rochester, at the Common Market and at local Festival Foods stores.

Something sweet at Jackie O's

Quaint, simple and unique. That's how Jackie Olson describes the look and feel of a coffee shop she once visited. So five-and-a-half-years ago, when she set out to open her own coffeehouse, Jackie O's, she used that as her inspiration.

What she came up with is exactly that. Jackie O's offers drinks, homemade muffins and scones and a daily lunch that features one sandwich, one soup and one salad.

"We focus on a simplistic menu and it's worked well," Olson says. "We like to use fresh produce, good breads and unique sauces."

In addition to drinks and food, Jackie O's has a selection of gifts and artwork. Gift selections include books from Live Inspired and a variety of greeting cards by Positively Green. The artwork is all done by local artists, and different pieces and artists are always being rotated into the shop.

Jackie O's can be found at 16846 S. Davis St. It is open from 7 a.m. to 4 p.m. Monday through Friday and from 7:30 a.m. to 3 p.m. Saturdays. Lunch is served weekdays from 11 a.m. to 3 p.m. and Saturdays from 11 a.m. to 2:30 p.m.

It's all about different at the Treasure Chest

Creativity and a desire came together about 13 years ago for Traci Stoner when she opened her shop, the Treasure Chest, in Galesville.

"I've always been kind of crafty, and I've always had a desire to have my own shop, so I jumped into it," Stoner says.

What she has come up with is a shop that has items including home and garden gifts, jewelry, scarves, Sorrento dishware and antiques. Stoner also likes to mix the old and new and strives to offer items that are different.

"I like one-of-a-kind pieces," she says. "Not the same old stuff you see everywhere else."

Those and many other items fill several stories of the historic building located at 19865 E. Gale Ave. The four-story building is the third location—all have been in Galesville—for the business, which has been at home in its current location for eight years. Stoner, who grew up in Galesville, believes its quaint, small-town atmosphere is what draws visitors in.

The Treasure Chest is open Tuesday through Saturday from 10 a.m. to 5 p.m. (crw)

Jessie Foss is originally from the tiny northwest Wisconsin town of Shell Lake and loves the character—and characters—all small towns have to offer.

Join us as we support the Capital Campaign for the
Bland Bekkedal Center for Hospice Care

Together We are
"200 Women Who Care"

Contact pubrel@vmh.org or call (608) 637-4362
or visit us at www.vmh.org for more information



LA CRESCENT TILE

- Stone
- Ceramic
- Porcelain
- Glass Tile
- Carpet



We do tile and we do it well!

507.895.8453

Over 30 Years Experience | Design-Sales-Installation

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

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



Southern Exposure

(715) 985-2102

Unique Sterling Silver Jewelry, Gifts, and Pottery
Check website for hours and specials
Available for Home Parties

southernexposuresilver.com

23717 Washington St., Independence, WI 54747



We can help!

- Lumber • Decks • Doors • Trim
- Roofing • Siding • Windows
- Kitchen & Bath
- And so much more!

Hours: Mon.-Fri. 7 am-5 pm
Open til 8 Thursdays
Cabinet Department

*Time to
update your
kitchen?*



1735 Kramer St., La Crosse, WI

608.781.3900

www.wibuildingsupply.com

- Bike & run accessories for any enthusiast**
- Huge women's clothing selection**
- Full service & repair shop**
- OPEN 7 DAYS A WEEK**



River Trail
CYCLES

Holmen Square Mall | 500 Holmen Drive, Holmen WI
608.526.4678 | www.rivertrailcycles.com

Women on Wheels

Scenic, inviting trails make biking in the Coulee Region a trip.

BY MARTHA KEEFFE

Contributed photos



According to the League of American Bicyclists, Wisconsin is ranked number six on its list of bike-friendly states, with hundreds of miles of trail options to choose from. And here in the Coulee Region, we are blessed with easy access to three of the most popular non-vehicular bike trails in the state—all within pedaling distance of most amenities. Because these crushed-limestone trails follow the gentle grades of abandoned railroad beds, they offer the perfect venue for casual bikers and enthusiasts alike. So dust off your bike, gather a few friends and make exploring the local trails your next summer adventure.

First, gear up

A bicycle tune-up is a must. You'll avoid frustrating mechanical malfunctions, and bike mechanics are experts at preparing your bike for a smooth and efficient ride. Ask how you can "tweak" your bike to fit your body, since minor adjustments can be made to help give you the most comfortable ride possible. In addition, bike shops are stocked with merchandise designed to encourage you to get pedaling, from panniers to haul your extra gear, to basic tool kits for quick repairs, to bike seats especially modified to fit women.

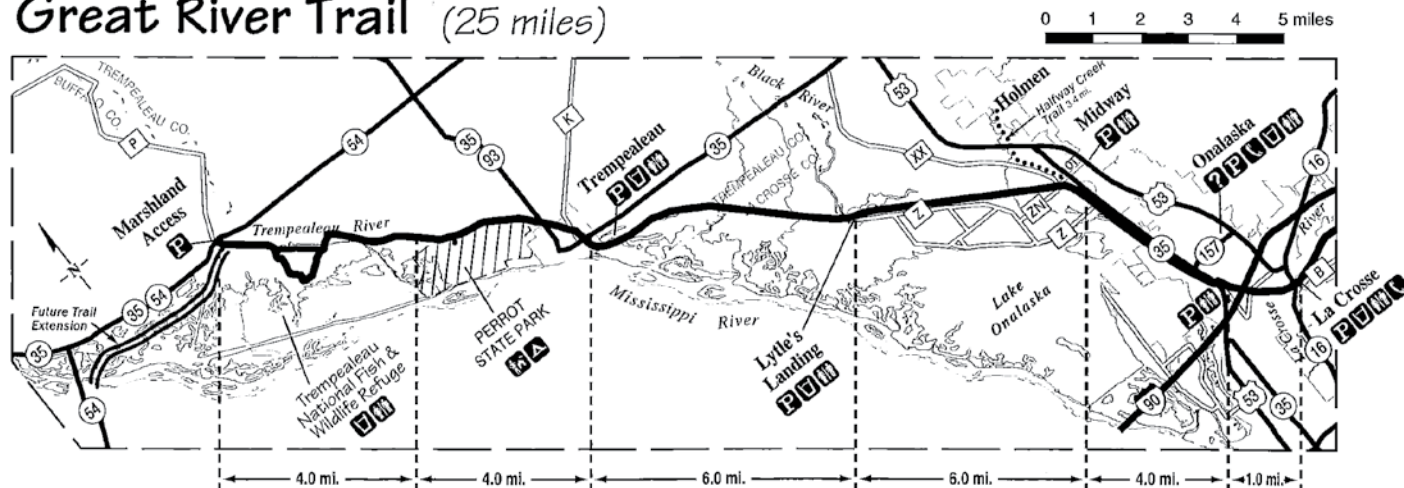
Once you've collected your stuff, it's time to get those wheels in motion. The following trail information can help you plan your trip—complete with a few diversions just to keep things interesting.

The Great River State Trail

The trail: Extending 24 miles from Onalaska to Trempealeau, this trail invites bikers to experience the diverse landscape of prairies, bluffs and wetlands that grace the Mississippi Valley. Wildflowers add colorful variety to the prairies that skirt the trail. Keep your eyes open and you'll spot deer, frogs, egrets and blue herons—you might even spy a black bear.

Trail highlights: A number of bridges, including a

Great River Trail (25 miles)



For more information and more maps of area trails, go to www.bike4trails.com.

287-foot steel trestle over the Black River, carry bikers through wetlands and offer vantage points for pictures. One mile south of Trempealeau, stop at the Nicholl's Mound observation deck for a look at a burial mound, a remnant of the Hopewell Native American culture. At the north end of the trail, pedal into town for refreshment at Sonsalla's Coffee Attic.

Trail diversions: Campers can spend the night in Perrot State Park, just a few miles north in Trempealeau. Hike to the top of Brady's Bluff for spectacular views of the Mississippi River and its bluffs. Rent a canoe and enjoy tall grasses, water lilies and turtles in the calm waters of Trempealeau Bay. If you're feeling ambitious, continue north on the trail

to the Trempealeau National Wildlife Refuge, a nationally recognized breeding ground for migratory birds. Satisfy your appetite with a walnut burger at the Trempealeau Hotel, or linger over dinner at Sullivan's Supper Club. Overnight accommodations are also available at the Trempealeau Hotel, Inn on the River and Pleasant Knoll Inn.

Halfway Creek Trail

The trail: Opened in 2007, this trail connects the Great River Trail with the Village of Holmen. Unlike the level grade of the state trails, this 3.4-mile crushed-rock path dips up and down as it follows Halfway Creek. Five bridges cross the creek, and tall shade trees add to a sense of solitude. To find the trail, exit the Great River Trail in the town of Midway at Highway XX. Follow the paved bike lane north approximately 1 mile to its entrance on the right.

Trail diversion: The Holmen Meat Locker, just one block from Halfway Creek Park in Holmen, is popular with locals for specialty foods and drinks. A short distance north on Highway 35 at Holmen Square, you can refuel on coffee and homemade pastries at the Blue Cup or check out the latest in biking gear at River Trails Cycle. A trip to the Frosty Mug drive-in provides a cool pick-me-up.

The Elroy-Sparta Trail

The trail: The oldest rail-to-trail bike path in the nation, this 32-mile-long route winds its way through the ridges and valleys of Wisconsin's driftless area. Following what was once the Chicago Northwestern Railroad bed, the trail passes through tunnels that have been cut into the hillside—a bonus for history buffs. Pastures, farmland and rolling hills complete the scenery, giving visitors a

feel for life in the rural Midwest.

Trail highlights: Venture through three century-old abandoned train tunnels—the longest, a dark cavern, is just short of a mile long. Spring water seeps through the limestone ceiling and walls, keeping the tunnel at a cool 50-60 degrees. Pack a jacket and flashlight and listen carefully. Rumor has it that a ghost train still rides these trails!

Trail diversions: The trail links the towns of Sparta, Norwalk, Wilton, Kendall and Elroy, all of which offer shopping, lodging and dining. For a unique start to your day, visit Sparta, home to the "World's Largest Bike" and a 30-foot eyeball—a quirky display that was featured in Chicago's shopping district. Score a vintage dress at Wildwoman's Clothing in downtown Sparta or take a peek at the Deke Slayton Memorial Space & Bicycle Museum. Pedal north to Norwalk, where free tent camping and a picnic/rest area are available at the Norwalk Village Park. Shop for souvenirs and trail information at the Kendall Train Depot. And for a picturesque finish to your trip, bike through Elroy and cross the only open lattice truss town bridge in the state.

The La Crosse River Trail

The trail: Beginning at the trailhead shared with the Great River State Trail, the La Crosse River Trail travels 22 miles east through the towns of West Salem, Bangor and Rockland before meeting up with the Elroy-Sparta Trail in Sparta. As you pedal through the marshlands, look for migratory waterfowl and wetland animals such as Canada geese and muskrats. (crw)

Martha Keffe lives and writes in La Crosse. She loves diversions, and if she can bike, hike or run to them, all the better.

The Great River State Trail and the La Crosse River Trail

www.discoveronalaska.com
www.lacrosseriverstatetrail.org

The Elroy-Sparta Trail

www.elroy-sparta-trail.com
www.bikesparta.com

Women's bike equipment, apparel and trail passes

River Trail Cycles, Holmen
www.rivertrailcycles.com

Smith's Cycling and Fitness, La Crosse
www.smithsbikes.com

Blue Heron Bicycle Works, Onalaska
www.blueheronbikes.com

Women's riding groups

www.setfree2enjoy.com
www.rivertrailcycles.com
www.smithsbikes.com



**It's never too early-
But it's never too late
to plan for
Your Retirement!**



Securities & advisory services offered through
Packerland Brokerage Services, Inc., an
unaffiliated entity, Member FINRA & SIPC.

501 Empire Street | Holmen, WI 54636

(608) 526-9718
www.davig.com

BrightStar®

LIFECARE | KIDCARE | STAFFING



*At BrightStar Care®, our goal
is to improve the quality of life
and provide peace of mind for
those entrusted to our care. We
are here to make more possible
every day and help you get the
most out of life.*

- › RN-supervised CNAs
- › Companionship & personal care
- › Daily, weekly, monthly
- › No hourly minimums

BrightStar Care® of La Crosse

608 519 4324

www.brightstarcare.com

Independently Owned & Operated



*Flooring
Interiors*

**WE'VE GOT
YOU COVERED!**

83 COPELAND AVE.,
LA CROSSE

608-779-9440

• CERAMIC • MARBLE • SLATE • GRANITE
• CARPET • WOOD • VINYL • LAMINATE



*Design
made easy!*



**INTERNATIONAL
Furniture**

Visit our huge showroom and
work with one of our professional
interior designers to create the
home of your dreams.

608.781.5500

www.iflax.com

designer's note:

Pay attention to table height, both by your
bed and beside a reading chair. Bedside tables
should never tower over your bed when you're
laying down; they look best at or just below the
height of a dressed bed. A chair always needs a
small table at the ready for putting down a
book or cup of tea. Sit in the chair to determine a
comfortable height.

301 Sky Harbour Dr.
La Crosse





THE MODERN HOME

A Modernist La Crescent home features river views and its homeowners' vision.

BY MAURA HENN

Photos by Jaimie Sullivan of Forever Photography by Jaimie Rose

Jim Stansfield is a man of passion. He loves his Midwest heritage, his family, artists and cars. When the opportunity to combine these things into one of his dreams, building a Modernist home, he and his partner, Kathy Mickelson, jumped at the challenge.

Finding the right site was essential. Stansfield wanted this house near the main channel of the Mississippi River. After searching surrounding communities bordering the river, the perfect place became available on Shore Acres Drive between La Crosse and La Crescent. The winding path leading to it, sheltered on either side by marsh plants and trees, gives the feeling of being far out in the country, but around the bend, several residential homes become visible, each nice, but relatively traditional. When you see Stansfield's house, you know it, because you have never seen anything like it. Part Seussian castle, part midwestern barn, with a cream-colored exterior giving off a warm glow, this house instantly tells you how special it is.

Something reminiscent of a riverboat

The site had several renovations before the house could be built. First, the original home on the site had to be razed. After the original

house was gone, the ground beneath it was raised four-and-a-half feet to keep the new house safe from flooding.

Stansfield is the first to explain this project was not possible alone. Architect Jim Weiss was instrumental in bringing the vision to life. Weiss created a physical miniature model incorporating Stansfield's love of the river and Mickelson's interest in old farmhouses. These elements are expressed in the slanting roofs, a round garage and jutting silo-shaped tower, but as you turn the model counterclockwise and see the protruding roof and rounded edges and arches, what begins to appear is something reminiscent of a riverboat. Weiss seamlessly combined these two romantic midwestern archetypes; the merging of these two ideas mirrors the relationship between Stansfield and Mickelson. It's clear this house would not be what it is without their affection for each other. "The idea of this house was very much a work in progress, but was also truly an adventure," Mickelson explains.

Stansfield and Mickelson were high school sweethearts, but like many things in youth, the connection was fleeting. "She sent me a Dear John letter," says Stansfield with a glimmer in his eye. Mickelson goes on to explain that over the next 38 years, they both married



Left: Stansfield and Mickelson's light-filled landing accommodates river views and a grand piano. Right: The user-friendly kitchen has a "house of tomorrow" feel.

other people, started their own families and began careers. Later in life, when both were again available, they connected through mutual friends, and have been together for the last 12 years.

The correct flow

When building was ready to begin, Stansfield decided on Kirchner Custom Builders, Inc. Kirchner Custom Builders is owned and operated by brothers Marty and Tony Kirchner. Together they have built many custom homes in the La Crosse area, but at the time, they did not have experience specifically building Modernist homes, especially the likes of Weiss's design. The Kirchner brothers' firm is also relatively young. Marty, 35, and Tony, 30, knew the chance to build a house like the one Weiss and Stansfield designed was possibly a once-in-a-lifetime opportunity. The Kirchners wanted to help with this vision, and took the initiative by drafting a letter detailing their abilities and willingness to help Stansfield complete his home. Their motivation was the deciding factor for Stansfield to hire them as his builders, and he says without a doubt in his voice, "I would hire them again in a heartbeat."

The interior of the house speaks just as much to Stansfield's and Mickelson's personalities as the exterior. Several of the walls were built specifically to showcase large paintings Stansfield admires, works by David Dornan, Ben Steele and Alexandra Nechita. Stansfield and Mickelson rely on their whimsical and sometimes eccentric taste to inspire them. Other walls of the home are hung with commemorative posters for antique car shows from around the world and other mementos from trips the couple has taken. The posters are matted and framed, reflecting the value in the memories they invoke for the couple. The round garage is large enough for three cars, another of Stansfield's passions, but could house six with the aid of lifts.

Equally interesting to the décor is how the space is used. The rooms are unique—not box shaped, but built with curves and angles that make living in the house an experience. Jennifer Nordeen of Nordeen Design Gallery was instrumental in ensuring the interior of this unique home had the correct flow.

The floor plan is open, with the living rooms, kitchen and master suite on the main floor. Bay windows let in an abundance of natural light. The second floor is accessed by a circular staircase; when installed, it had to be threaded through a large window like an auger, guided by the Kirchners every step of the way. The second floor has two guest bedrooms, but also a landing showcasing a Samick piano for Mickelson to play. Off the landing is a second-floor patio with a wide view of the river.

Valuing the talents of others

Jim Stansfield operated his family business of Stansfield Vending for many years, an experience allowing him to explore his passions. Presently, his two daughters own and operate Stansfield Vending, and he could not be more proud of their accomplishments. Stansfield himself is living testament to what happens when people are willing to put forth hard work and creativity, but also are willing to cooperate and value the gifts and talents others have to offer. This super-modern home is one of a kind, and it wouldn't have been possible without the outstanding team Stansfield organized—he's truly a man of vision; one look at this house, and you know it to be true. 

Maura Henn has been proud to write for Coulee Region Women since 2008. She is relocating to Rochester, Minn., to expand her career with People's Food Co-op. She thanks you for reading her stories.

SOMETHING FOR EVERY STYLE.



NORDEEN DESIGN GALLERY LLC

1802 STATE STREET, LA CROSSE, WI • P. 608.784.9530

OPEN WEEKDAYS 9AM - 5PM OR BY APPOINTMENT

WWW.NORDEENDESIGNGALLERY.COM



Ultimate Insulation

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



- Reduce Heating & Cooling Costs up to *40% Over Conventional Insulation
- Mold & Mildew Resistant
- Superior Fire Retardant
- Reduces Outside Noise
- Naturally Green Product

Factory Trained Installers of Wall and Attic Insulation

608-386-1711

www.ultimateinsulationllc.com

Fully Insured

**Residential
& Commercial**



*Savings vary. Find out why in the Seller's fact sheet on R-values. Higher R-values mean greater insulating power.

KCB

KIRCHNER CUSTOM BUILDERS, INC.



Let Kirchner Custom Builders help you with your custom home!

We build beautiful, quality homes for a fair price. Please call us today
to discuss your project, whatever the stage. (608) 782-3087

www.kirchnercustombuilders.com



A Movable Feast

Find the best the Coulee Region has to offer at these culinary destinations.

BY CHARISH BADZINSKI

Contributed photos

Recipes analyzed by Gundersen Lutheran registered dietitians



Foodies the world over have begun to take their meals more seriously than ever before. Yet those in search of excellent food don't have to travel far for a great meal; from scratch-made food to locally sourced ingredients and innovative approaches to cuisine, destination restaurants can be found right here, in the Coulee Region. Here is just a sampling of some of the area's most popular destination restaurants, and what makes them special.

Fayze's—an air of happiness

With a casual, welcoming atmosphere and made-from-scratch goodies including delectable bakery items, Fayze's appeals to a crowd that appreciates locally owned, small businesses and the buzz of downtown La Crosse. Their philosophy and food seem to be working; just try getting a table for breakfast on the weekend. Customers include the regulars who come in for coffee and conversation, college students, families enjoying downtown and couples going to live theater.

The homey feel of Fayze's, says co-owner Kelsey Williams, starts with its employees. "At the core of it all, we want to make our

employees happy so there is just an air of happiness in this restaurant."

The most popular items on the menu are homemade, "All of our burgers are served on our Talame bun, which makes that pop for lunch. Our soups are homemade, so a lot of people look forward to them. Our Friday fish fry is popular, and we just added perch to our fish fry." Williams says breakfast highlights their baked goods, like their apple cinnamon French toast. Luckily, customers who don't get their fill at the restaurant can also take baked goods home.

While Fayze's doors opened in 1987, Kelsey Williams and her husband, Drew, took over ownership of the downtown institution in 2008. Drew started his career at Fayze's 15 years ago as a busboy. Somehow, like so many customers, he couldn't resist the urge to keep coming back. Visit Fayze's at 135 Fourth St. S. in La Crosse.

Signatures Restaurant—locally grown goodness

For fine dining with a focus on locally grown goodness, Signatures Restaurant in Winona has a decidedly getting-away-from-it-all feel. The restaurant overlooks a golf course, lush landscaping, herb and

flower gardens and a new pavilion. It's a beautiful sight, rivaled only by the food presentation.

"Our culinary team strives to use the freshest and most local product possible," explains David Wilson, president of Winona Golf and Dining, which owns Signatures. "As the seasons change, naturally, so does where we get things." As a result, the menu changes four times a year to reflect that focus on seasonal ingredients. "The benefit is, naturally we have the best and freshest product possible, which is going to produce the best product for our customers."

Signatures and the area surrounding the restaurant have recently undergone some renovation, including new landscaping of the gardens and a pavilion, upgraded restrooms and the installation of a quiet bar area just off the restaurant.

The Signatures secret, if there ever was one, is out. While the majority of customers hail from La Crosse and Winona, Signatures also draws groups from the Twin Cities, who enjoy a day of golf

taking advantage of the Great River State Bike Trail, the Upper Mississippi Wildlife refuge or Perrot State Park, as well as people who love great food and live music. Food is made from scratch, employing local ingredients whenever possible, and the menu is accessible for meat lovers as well as those who favor veggies. While the Trempealeau Hotel's Walnut Burger is its signature dish, new menu items set to debut this year, including the catfish cakes shared here, are sure to keep diners coming back.

For customers hoping to truly relax, 18 hotel rooms, from historic quarters to luxurious suites, are a bonus. "Being a hotel, restaurant and saloon, we are a great destination for day trips, weekend escapes and long-term vacations," explains Amy Werner, owner of the Historic Trempealeau Hotel. "And our eclectic lineup of weekly live music only adds to the experience."

In fact, live music can be heard at the hotel every Thursday and Saturday, June through December. From Reggae Fest to Blues Bash



Left: Light, ambience and locally grown ingredients are par for the course at Signatures. Right: The little chef adds his friendly demeanor to Fayze's.

followed by an excellent meal. Those customers will notice subtle nods to the restaurant's name, like vintage postcards on the tables and memorabilia on the walls, including a shirt that once belonged to Elvis Presley, handwritten notes from Marlon Brando, scripts from show casts and President Bill Clinton's saxophone. The memorabilia rotates, and customers can expect to see new items this summer. Signatures is located at 22852 County Rd. 17 in Winona.

The Trempealeau Hotel—an unmatched setting

Parked on the banks of the Mississippi River, with a breathtaking bluff view and charming Adirondack chairs warming in the afternoon sun, the Historic Trempealeau Hotel offers unique dining in an unmatched setting. Part hotel, part restaurant and part saloon, the Trempealeau Hotel is a common destination for outdoor enthusiasts

early in the season to Tremptoberfest in September, the diverse musical selection touches nearly every music lover's preference.

But it's the food that commands customer loyalty, drawing people from around the region and the globe. "Our staff prides itself on making food from scratch and responsibly sourced ingredients, a tradition started by Linda Jenkins who opened the Hotel, as we know it, with her husband 26 years ago," Werner explains. "This combined with the love and dedication that go into the preparation of each dish, and our friendly and attentive waitstaff, make dining at the Hotel an experience." Find the Hotel at 150 Main St. in Trempealeau. [crw](#)

Charish Badzinski is an independent contractor specializing in strategic communications, media relations and writing. She dreams about travel and great food on her blog: <http://rollerbaggodess.blogspot.com/>.

CATFISH CAKES WITH PINEAPPLE SALSA

from the Historic Trempealeau Hotel

Serves 3 as appetizer.

- 1 8 oz. catfish fillet without skin
- ¼ cup shredded coconut
- ¼ cup chopped white onion
- 1 egg, gently beaten
- 2 tsp. dry breadcrumbs
- 1 clove garlic, minced
- 1 tsp. Worcestershire sauce
- ½ tsp. dried thyme
- ½ tsp. curry powder
- ½ tsp. salt
- ¼ tsp. red pepper flakes
- Canola oil for pan frying
- 1½ cups pineapple salsa (a restaurant secret; use a sweet salsa of your choice)

Cut catfish into ⅛-inch pieces, transfer to mixing bowl. Stir in the rest of ingredients except oil and salsa and shape into nine 2-inch patties. You may chill cakes in freezer for 1 hour before cooking to help them keep their shape.

Heat oil to medium high in large saucepan. Fry fish cakes for about 2 minutes per side, until golden brown. Drain on paper towels and serve with pineapple salsa.

290 calories, 12g fat, 16g protein, 33g carbohydrate, 3g fiber, 500mg sodium.

WILD MUSHROOM GRATIN WITH CROSTINI

from Signatures Restaurant

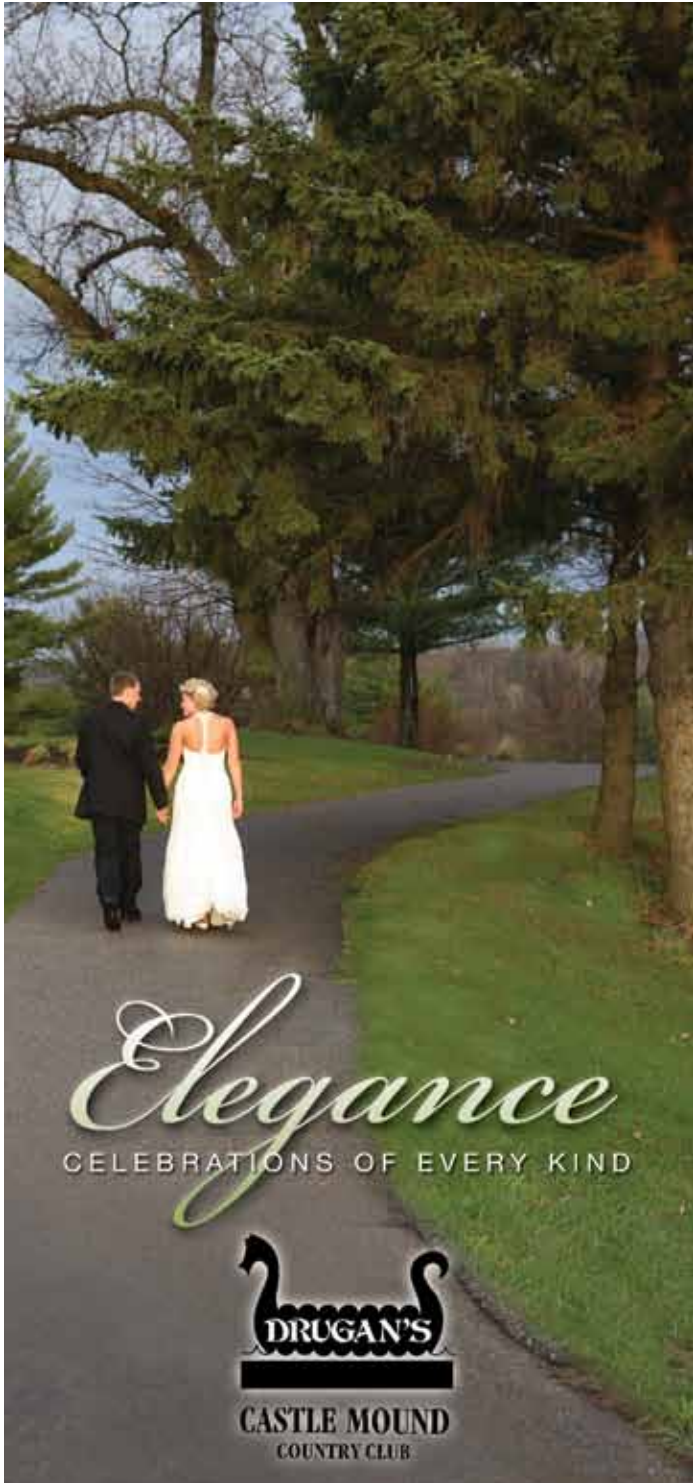
Serves 4 as appetizer.

- 1 T canola oil
- 1 tsp. chopped shallots
- 2 tsp. chopped garlic
- ¼ cup white wine
- 1½ cup heavy cream
- ½ cup fresh shredded Parmesan cheese
- ½ tsp. mixed herbs: oregano, rosemary, thyme, sage, parsley
- 2 cups chopped and sliced fresh mushrooms, such as button, shiitake, portabella, oyster
- Salt and pepper to taste
- 1 baguette

Heat oil in sauté pan over medium heat. Once the pan is hot, add mushrooms, sauté for 3 minutes, add shallots and garlic. Do not allow the garlic to brown. Deglaze the pan with white wine and reduce by half. Add cream, reduce over medium heat by one-third or until thickened. Add Parmesan cheese and herbs, salt and pepper to taste. Stir constantly.

Serve with warm baguette slices, toasted or grilled and lightly brushed with a good olive oil.

532 calories, 47g fat, 8g protein, 24g carbohydrate, 4g fiber, 400mg sodium.



Elegance
CELEBRATIONS OF EVERY KIND

DRUGAN'S
CASTLE MOUND
COUNTRY CLUB

Free golf membership for the bride and groom
Spectacular outdoor ceremony site
Gorgeous views from all tables
New (reduced) minimums • No room fee

Restaurant, Golf Course & Banquet Facility
Hwy. 53 N., Holmen • 608.526.4144
www.drugans.com

Art from the Heart
A Division of Louise Keenan's Heart Song Center

318 Main Street, Historic downtown La Crosse
Cell: (608) 780-6403 • (608) 769-9521
www.artattheheart.com

Paint Your Own Masterpiece

To enhance your painting experience, bring your own beverages and snacks!!!

Mix acrylic painting with your favorite friends, music & laughter!



Options Clinic
Caring, confidential reproductive health services

La Crosse • Sparta
Richland Center • Prairie du Chien

Birth Control Services
Annual Exams for Women
STD Testing & Treatment for Men and Women
Pregnancy Testing
Emergency Contraception

800.657.5177 • www.optionsclinic.org

Helping create healthy lives and families.



Silhouette shoppe
by Perfection Laboratories

Massage Form® Collection
It's the only collection of breast forms that massages, cools and hugs your body.

We proudly carry:
American Breast Care

Channels on the back layer of the Massage Form® Attach keep your chest wall cooler. Stay dry and cool all day.

You deserve to have the freedom and flexibility you've always wanted!
Call us today to set up a fitting appointment!

New 2012 Swimwear now in stock!
Bring in this ad for a 10% discount off any 2012 Swimwear.
Offer expires 7/31/2012

Visit our new location in Onalaska! Our caring, experienced fitters look forward to serving you.
831 Critter Ct, Suite 300 • Onalaska, WI 54650
608-781-4565 • 866-280-2645



WE SHINE **ywca**
employment training & readiness program
Women Empowered Shine

Looking for help with your next cleaning project?

We Shine cleans homes, rentals and businesses! And we also do yard work and other odd jobs!

The YWCA's Employment Readiness and Training Program is helping put local women in need, back to work!

CALL TODAY TO FIND OUT MORE.
Contact:
Jessie Schwarz
Program Coordinator
781-2783 ext 224



Funeral Services

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

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

SK Schumacher & Kish
FUNERAL HOMES & INC.

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





The Apples of Her Eye

The women of Ecker's Apple Farm make running the family business as easy as pie.

BY SUSAN C. SCHUYLER

Contributed photos

Mary Ecker never expected to lose her husband, Peter, to cancer in 2009. Even more unexpected was that her daughters would abandon their careers and come home to help her run the family business, Ecker's Apple Farm in Trempealeau, Wis.

Sara Ecker, 28, left her teaching post in Alaska as soon as her dad got sick. "She kind of stayed in his hip pocket for those two years. Followed him everywhere. Took notes on everything," says Mary. Today, Sara, who had never driven a tractor, is the orchard manager, driving the tractor and maintaining it, as well.

Architect Jessica Ecker, 31, took a leave of absence from a firm in New York City to spend time with her dad before his death. "It was probably the week Pete died that she said, 'Dad I'm going to come home, too,'" Mary says. Jessica is the farm's event coordinator, who oversees all promotional activities from designing the website to planning a brewery for the farm's retail space.

Actually, there are four Ecker women involved. Peter's mother, known to all as

Grandma Janet, 88, has a job, too. She's "the Drizzler," who drizzles caramel on every gourmet pie they make. And that's no small job in the Ecker's bakery.

The sweet life

Last year, the Ecker women and their 50 peak-season employees made 20,000 pounds of buttery caramel to slather on 20,000 caramel apples and drip on 4,000 homemade caramel apple pies, all of which are available with other menu items in the farm's retail space during the season.

There's a photo on the wall of another delicious use for all that caramel—the Queen's Apple, a sliced apple bathed in warm caramel and whipped cream, often a centerpiece treat at weddings and local fundraisers.

The retail space is also home to a host of Wisconsin-based products, including jams, coffee and wine. And their Tru Earth certified apples even make their way into area children's lunches through a Farm-to-School program.

A love of land and family

Another highlight for visitors during the August to December season is a ramble through 40 acres spotted with 25 varieties of apple trees on the John Deere train, which Pete created from airport luggage carts. The 24 beehives are an educational opportunity, especially the observation hive, with sides that fall away so visitors can watch the bees at work.

However, some visitors never make it past the bakery. "All of the bakery items we make from scratch from dough to the crumb topping. We're proud of that," says Mary.

But not as proud as she is of her daughters. "It is the highest compliment possible that your children return home to work with you because they want to," she says.

For information on visiting Ecker's, go to www.eckersapplefarm.com. 

Susan C. Schuyler is a UW-La Crosse instructor and freelance writer who plans to be among the first to enjoy the Eckers' caramel apples this season.

WE ASKED AMY

For the best on advice, we turned to a pro.



When Amy Dickinson—writer of the nationally syndicated advice column “Ask Amy” of the *Chicago Tribune*—spoke recently at Viterbo University, we invited her to field a few questions of our own. In her signature straightforward yet compassionate manner, here’s what she had to say about giving advice:

DEAR AMY: Being presented with thousands of personal problems each week must be emotionally draining. How do you find the needed energy to be the “answer woman” for the country?
– EXHAUSTED FOR YOU

DEAR EXHAUSTED: I’m not going to lie—it’s tough sometimes. It helps to remember that my job is not to heal people, but to provide ideas to people.

I do a number of things very deliberately to cope with the stress of being the repository of so many personal problems. I try to exercise every day, I try to spend time alone every day, I read and write a lot outside the advice column (I write a personal blog on my website, askamydaily.com) and I enjoy reading fiction and poetry. I also seek out experiences that I know will make me laugh.

I also see a therapist about once a month. I have found that talking with a compassionate professional is very, very useful to try to cope with work and personal stresses.

DEAR AMY: What makes it easier for people to ask you for help (rather than someone close to them), even though it might be published for everyone to read?
– BEWILDERED

DEAR BEWILDERED: I think that people know I will respect their identity (anonymity is very important). I think they also know I’ll be truthful. Sometimes that means I’ll take somebody to task, but I like to think that I am compassionate and respectful toward the people who write in to me (unless they are doofuses—in which case I call them out).

DEAR AMY: We women are constantly looked to for advice. How can we become better advice-givers?
– LEAN ON ME

DEAR LEAN: I think it is very important not to offer advice unless someone explicitly or implicitly asks for it. If you think the person needs some advice, you say, “I have thoughts about that. Would you like some feedback?”

I think the key is listening. Sometimes it is enough to listen and say, “I hear you.” When you are a good listener, you can point out inconsistencies in what the person has told you in the past—or you can help the person make connections.

Kids and teens, especially, really appreciate telling their story to someone who isn’t always going to weigh in. You hear a story and you ask an open-ended question: “What did it feel like to you when that happened?” and you let the person answer. Often they lead themselves to their own solutions, and this is ideal.

DEAR AMY: On the other hand, how can we be better advice-seekers?
– EARNEST AND SINCERE

DEAR EARNEST: I think we all know people who solicit our advice and then proceed to do exactly what they had intended to do all along. I only ask for advice if I am

really in a position to hear it and heed it—or if I’m not going to heed it I reach some sort of clarity about my dilemma. I am very, very intentional about asking for advice. I will call up one of my sisters and say, “I’m stuck with something. Can I run it past you, because I’m not sure what to do.”

DEAR AMY: Who do you turn to when you need advice?
– CURIOUS

DEAR CURIOUS: I’m lucky to have lots of family members who are very generous with me. I have a cousin who is a social worker (and hilarious, which helps). Both of my sisters are really smart and wise—and they are truthful and also on my side. I have an aunt I turn to very frequently—she is a very original thinker, and I know she will offer me an unusual “take” on a problem. My guy, Bruno, is simply the smartest, nicest person I know, and he always wants to help. I’m working on being more open to his unsolicited suggestions (because he is frequently right), and he is working on reading my cues—because sometimes, I just don’t want to hear it! Sometimes I want to work things out for myself, even if there is a likelihood that I’ll screw something up.

DEAR AMY: What’s the best piece of advice you ever got, from your family members or others?
– SEEKING WISDOM

DEAR SEEKING: I certainly wish I had an awesome answer. But I don’t. What they have given me is the courage to be myself and the knowledge that they had my back, and that they would love me anyway. I am inspired by their goodness—rock-solid, honest goodness, laced with integrity. My sisters might not remember to call me on my birthday. But either one of them would leap a tall building in a single bound if I told them I needed it. **(CWF)**



FORECAST TEAM

Daybreak • Live at Five • 6pm Report • 10pm Report



YOUR **HOMETOWN** TEAM
HAS YOU COVERED

m.wxow.com



wxow.com

ADVERTISER INDEX

A Vintage View.....	30
AAUW Art Fair on the Green.....	14
Altra Federal Credit Union.....	52
Ameriprise Financial/Hanson & Associates.....	14
Art From The Heart.....	46
Atypik Studio.....	32
Bethany Lutheran Homes.....	21
Beyer Cabinets LTD.....	14
Bittersweet Boutique & Antiques.....	13
BrightStar Care.....	39
Cabin Coffee Co.....	28
Cha Guan Tea Shop.....	30
Coulee Carpet Center.....	21
D.M. Harris Law, L.L.C.....	17
Dahl Auto Museum.....	26
Davig Financial Corp.....	39
Designing Jewelers.....	26
Downtown Mainstreet Inc.....	28
Drugan's Castle Mound.....	45
Express Printing.....	29
Fayze's.....	29
Feist Dental.....	2
Flooring Interiors.....	39
Franciscan Spirituality Center.....	18
Gundersen Lutheran.....	5, 17, 22
Handmade Natural Beauty.....	30
Hanson Insurance.....	21
Honda Motorwerks.....	10
Honig's Gifts.....	29
International Furniture.....	39
Janet Mootz Photography.....	14
Jo Ba Flat.....	28
Kirchner Custom Builders, Inc.....	42
La Crescent Tile.....	36
La Crosse Builders Association.....	33
La Crosse Clock.....	30
La Crosse Community Theatre.....	30
La Crosse Concert Band.....	30
La Crosse Radio Group.....	32
LARK.....	28
Law Office of Heidi M. Eglash.....	21
Mayo Clinic Health System.....	9, 33
MOKA.....	18
Neighborhood Smiles.....	51
Noon Tunes.....	22
Nordeen Design Gallery.....	42
Options Clinic.....	46
Overhead Door of the 7 Rivers Region.....	21
Painted Porch.....	30
People's Food Co-op.....	26
Permanently Yours.....	14
Pine Needles Quilt and Sew.....	18
Power House Marine.....	17
River City Gold & Silver Exchange.....	26
River Trail Cycles.....	36
Satori Arts Gallery.....	29
Schumacher Kish Funeral Homes Inc.....	46
Set Free 2 Enjoy.....	13
Silhouette Shoppe.....	46
Smith's Cycling & Fitness.....	28
Southern Exposure.....	36
Stamp 'n Hand.....	29
Take II LLC, Staging & Redesign.....	13
The Pilates Studio LLC.....	13
The Waterfront Restaurant & Tavern.....	28
The Wine Guyz.....	29
Touch of Class.....	18
Travel Leaders.....	51
Ultimate Insulation.....	42
Ultimate Salon & Spa.....	10
Valley View Mall.....	3
Vernon Memorial Hospital.....	36
Visiting HomeCare Services.....	32
Wisconsin Building Supply.....	36
WKBT Newschannel8.....	7
Women's Fund of Greater La Crosse.....	22
WXOW News 19.....	49
YWCA.....	46
Accomplishments.....	
Mayo Clinic Health System.....	33
Nordeen Design Gallery.....	33

COMMUNITY CALENDAR

ONGOING EVENTS

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

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

Children's Museum of La Crosse weekly programming:
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.

Web Move for ages 1-4 with parent, every Fri.,
10:30 a.m.

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

Coulee Region Autism Society 3rd Wed. of each
month, Chileda Habilitation Institute, 1825 Victory St.,
La Crosse. 6:30-8:30 p.m. Child care available, call
608-519-0883. lax-autismgroup@centurytel.net or
autismfyi-lacrosse@yahoo.com.

Coulee Region Professional Women (CRPW) meets
the 4th Tues. of each month, Nell's City Grill, 1111 3rd
St. S., La Crosse, 5:30 p.m. Kathy Emmert,
kemmert@centurytel.net.

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

La Crosse Noon Wisconsin Women's Alliance meets
the 2nd Thurs. of each month, noon. Heidi Blanke,
hblanke@gmail.com.

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

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

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

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

Women in Networking and Support (WINS) meets
the 2nd Wed. of each month, 4 Sisters, noon-1 p.m.
Shari Hopkins, 608-784-3904,
shopkins@couleebank.net.

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

CALENDAR EVENTS

June 1-17, Gift Giving Never Looked So Good! Free
Premium Gift Packaging with the purchase of a \$25
or more Valley View Mall Gift Card.
www.myvalleyview.com.

June 10, Trinona Triathlon, 7 a.m., Lake Winona.
www.trinona.com.

June 11-13, Camp Curiosity: Build It, 8:30-11:30
a.m., Children's Museum of La Crosse, ages 4-7.
www.funmuseum.org.

June 13-17, Winona Steamboat Days, Levee Park,
Winona. www.winonasteamboatdays.com.

June 15-24, *The Phantom Tollbooth*, 7:30 p.m.
Thurs.-Sat., 2 p.m. Sun., La Crosse Community
Theatre. www.lacrossecommunitytheatre.org.

June 16, Minds in Motion Bicycle Tour, registration
7 a.m., start time 8 a.m., Onalaska Middle School.
www.mimbiketour.org.

June 16, Freedom Fest, 10:30 a.m.-10:30 p.m.,
UW-La Crosse. www.freedomfestlacrosse.com.

June 17, Run/Walk for Our Walk, check-in 8 a.m.,
start time 9 a.m., Beuford Anderson Park, Soldiers
Grove, Wis. Fund-raiser for walking trail in Soldiers
Grove. Call 608-624-3000 for more information.

June 20-Aug. 5, Great River Shakespeare Festival,
Performing Arts Center, Winona State University. *King
Lear, Two Gentlemen of Verona and The Compleat
Works of William Shakespeare (abridged)*. www.grsf.org.

June 20, American Red Cross Blood Drive, 10 a.m.-2
p.m., Valley View Mall. www.myvalleyview.com.

June 21-22, Grandparents University, Winona State
University. Contact Ann Kohner at 507-457-5565 or
register at www.winona.edu/grandparents/.

June 22, Freaky Friday: Mystery of Magic, 8:30 a.m.-
4:30 p.m., Children's Museum of La Crosse, ages
7-11. www.funmuseum.org.

June 23-24, Midsummer Festival, Norskedalen,
Coon Valley, Wis. www.norskedalen.org.

June 25-27, Camp Curiosity: Life in the Rainforest,
8:30-11:30 a.m., Children's Museum of La Crosse,
ages 4-7. www.funmuseum.org.

June 29, Freaky Friday: What's That? It's Scat! 8:30
a.m.-4:30 p.m., Children's Museum of La Crosse,
ages 7-11. www.funmuseum.org.

June 30, 25th Annual Winona Dixieland Jazz Festival,
1-7:30 p.m., Winona State University Green.
www.winonadixieland.webs.com.

June 29, Rob Gonzales, 7:30 p.m., Pump House,
La Crosse. www.thepumphouse.org.

July 1, Americana Music Soiree, 7:30 p.m., Pump
House, La Crosse. www.thepumphouse.org.

July 1-22, Minnesota Beethoven Festival, Winona.
www.mnbeethovenfestival.com.

July 3, Cigar Box Roger, Galynne Goodwill and Flyin'
A's, 5 p.m., Trempealeau Hotel.

July 3-7, Riverfest, 11 a.m.-midnight, Riverside Park,
La Crosse. www.riverfestlacrosse.com.

July 5, Walk a Mile in Her Shoes, check-in 2-5:30
p.m., start time 6 p.m., Riverside Park, La Crosse.
www.walkamilelacrosse.org.

July 9-11, Camp Curiosity: Robots, 8:30-11:30 a.m.,
Children's Museum of La Crosse, ages 4-7.
www.funmuseum.org.

July 11-15, Winona County Fair, St. Charles, Minn.
www.winonacountyfair.com.

July 12-14, Krazy Daze, downtown La Crosse.
www.lacrossedowntown.com.

July 13, Krazy Daze street dance, 6-9 p.m.
www.lacrossedowntown.com.

July 13-15, Summer Sidewalk Sales, Valley View Mall.
www.myvalleyview.com.

July 18-22, La Crosse Interstate Fair, West Salem
Fairgrounds. www.lacrosseinterstatefair.com.

July 20, Freaky Friday: Got a Minute to Win It, 8:30
a.m.-4:30 p.m., Children's Museum of La Crosse,
ages 7-11. www.funmuseum.org.

July 20, Howard Leudtke and Dave Rogers birthday
show, 7 p.m., Trempealeau Hotel.

July 23-25, Camp Curiosity: Animal-ology, 8:30-
11:30 a.m., Children's Museum of La Crosse, ages
4-7. www.funmuseum.org.

July 25, La Crosse Go Red for Women Luncheon,
10:30 a.m.-1 p.m., Cargill Room, Waterfront
Restaurant, La Crosse. Call 715-829-2841 for
reservations.

July 27, Freaky Friday: Mission Impossible, 8:30 a.m.-
4:30 p.m., Children's Museum of La Crosse,
ages 7-11. www.funmuseum.org.

July 28-29, AAUW Art Fair on the Green, 16th and
State streets, UW-La Crosse.

July 30-Aug. 1, Camp Curiosity: Kid Olympics,
8:30-11:30 a.m., Children's Museum of La Crosse,
ages 4-7. www.funmuseum.org.



Family Trusted Dental Care
LA CROSSE

866-788-6213

Dr. Karen Spitzer and Dr. Elisabeth Dommer
3143 State Rd, Suite 201, La Crosse, WI 54601

info@smileslacrosse.com



A Neighborhood Smiles Practice

888-780-2913

Dr. Charles Flume and Dr. Chris Welch
1403 Waterloo Ave, West Salem, WI 54669

info@waterloohights.com



Family Trusted Dental Care
ONALASKA

866-782-0876

Dr. Paul T. Huey

1831 East Main St, Onalaska, WI 54650

info@smilesomalaska.com

Such a Great Feeling...

To Offer Quality Dental Care in Your Neighborhood!



Dr. Karen Spitzer



Dr. Elisabeth Dommer



Dr. Paul T. Huey



Dr. Chris Welch



Dr. Charles Flume

NEW PATIENTS: Schedule today and choose your special below!

1 FREE Teeth Whitening

New patients who make their appointment today will receive this FREE GIFT worth \$75 following exam, x-rays, cleaning and in the absence of gum disease or decay.

2 FREE TMJ/Migraine Consultation

Eliminate your migraine headaches caused by TMJ. Also help get relief from other annoying symptoms like "clicking" or "popping" of your jaw without surgery. Let us help you stop clenching and grinding your teeth at night so you can sleep better!

3 FREE Smile Design, Implants, or Denture Consultation

Introductory offer for new patients who schedule today.

Give us a call today!

Visit us online at www.SmilesWisconsin.com or call us direct!

GS2011-6020 As to Disney artwork/properties: ©Disney
Adventures by Disney Travel Services, Inc. CST# 2082519

TRAVEL LEADERS®

Owned and operated by Goli's Avenues of Travel

2404 State Road, La Crosse, WI 54601 | 608.784.9820 | 800.657.4528

Find us on Facebook at www.facebook.com/travelleadersgo | www.travelleadersgo.com

Open Mondays until 6:00 p.m.

NEW Online Services



moneydesktop™

MoneyDesktop offers secure, easy to access personal financial management tools through Altra online banking.

- Account Aggregation
- Budgeting
- Categorize Spending
- Financial GPS GuideMe
- Manage Debt

FREE & EASY! Just login to Altra online banking and click on MoneyDesktop.

My Credit Score powered by Credit Karma™

My Credit Score is a free online tool which enables you to track changes in your credit score securely and conveniently through Altra online banking.

- Access your credit score FREE of charge
- See how lenders view your creditworthiness
- Compare your credit score to other consumers
- Discover savings opportunities for your credit cards, mortgage, auto loans, and more

Anytime Deposit

Deposit your check - anytime, anywhere. Use your smart phone or Internet-connected computer + scanner to submit checks to Altra for deposit.

- Available for members in good standing
- Must have active checking account
- Business & personal checks can be deposited

Altra
Federal Credit Union

La Crosse
*Festival Foods
Onalaska
Holmen
La Crescent
Winona

608-787-4500
800-755-0055

www.altra.org