

**coulee region**

Complimentary  
OCTOBER/NOVEMBER 2016  
[www.crwmagazine.com](http://www.crwmagazine.com)

# women

AREA HOME AND HEALTHY LIVING MAGAZINE

## FOR THE HEALTH OF IT

Taking the Pulse  
of the Coulee Region

- Medical Care
- Exercise
- Food
- Lifestyle



**Do you think your snoring  
is just a pain to her?**

**Think again...**



**If you suffer from these symptoms,**

you could have Obstructive Sleep Apnea

loud snoring • fatigue • trouble concentrating or staying awake  
waking up with headaches • waking up with a choking sensation  
perspiration excessively at night • dry mouth upon awakening  
depression • heartburn • sexual dysfunction • rapid weight gain  
frequent trips to the bathroom during the night  
restless sleep, tossing & turning

**Obstructive Sleep Apnea or OSA** is a potentially life threatening condition that is more common than most realize. Over 20 million Americans suffer from this & don't even know it! An apnea is when breathing stops for 10 seconds or more while you are asleep. Coughing or choking sensations, which force you to wake up or get elbowed by your sleeping partner are common signs. These abrupt disturbances during sleep place significant strain on your heart and cardiovascular system. Snoring is often associated with OSA, although not everyone who snores has this condition. OSA prevents air from reaching the lungs even though your body continues its effort to breath.

**Untreated sleep apnea can cause or worsen:**

high blood pressure & other cardiovascular disease  
risk for heart attack • risk for stroke • pulmonary hypertension  
migraine headaches • hyperactivity in children • memory problems  
impotency & sexual dysfunction • depression & anxiety  
weight gain • job impairment • motor vehicle crashes



831 Critter Court - Onalaska, WI



**We look forward  
to taking care  
of your family.**

We approach each guest  
with the confidence and certainty  
that we are providing the  
best that dentistry has to offer.



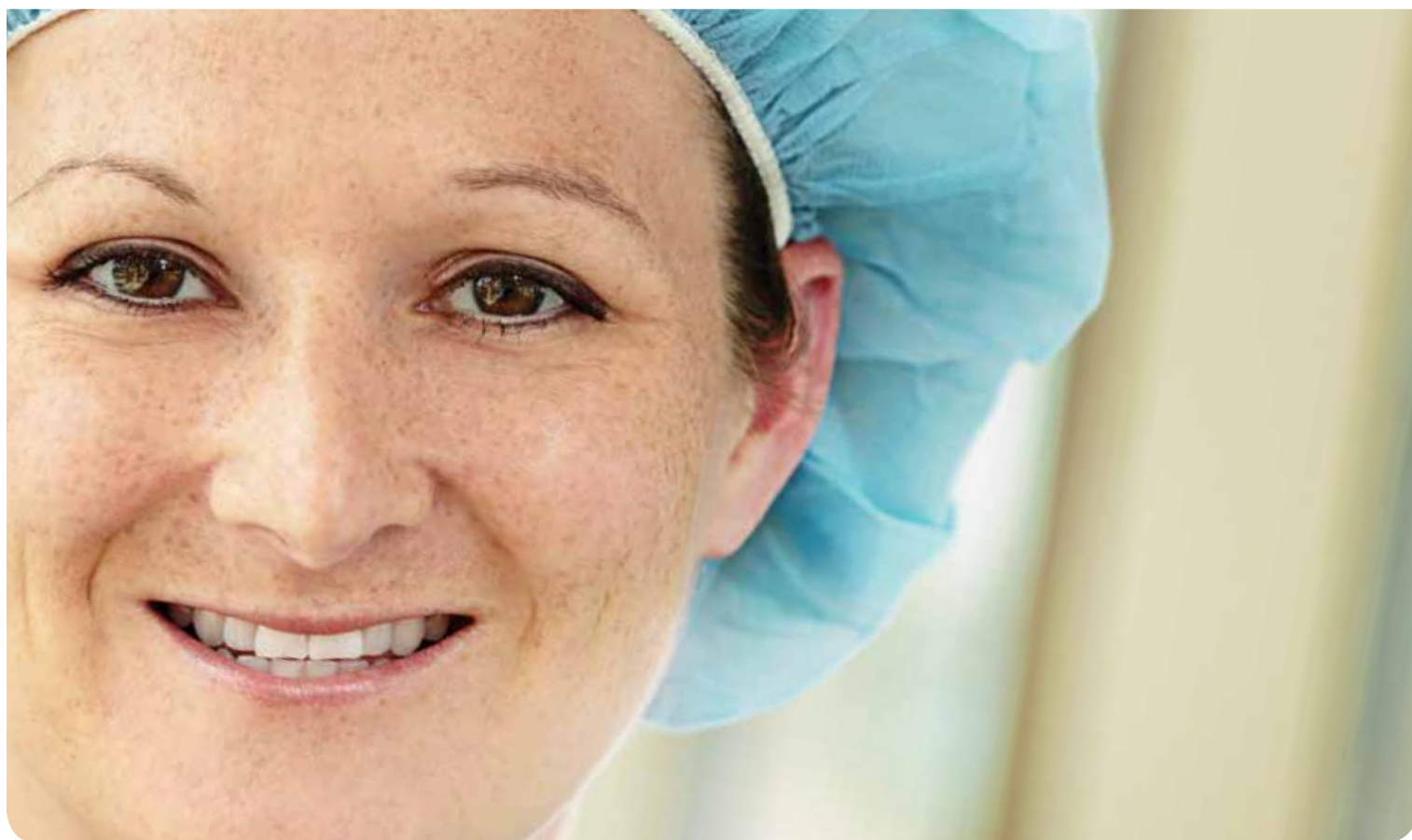
Dr. Jon Feist & Dr. Jake Sievert

**608.790.9464**

**contactus@78teeth.com  
www.78teeth.com**



# Healing begins sooner



## Mayo Clinic advanced surgical technology speeds recovery

---

An operating suite equipped with sophisticated voice-activated, robotic, laser and laparoscopic technologies gives surgery teams an edge. More precise control and greater efficiency mean surgery is faster, patients recover sooner and outcomes are better.

---

### **Franciscan Healthcare in La Crosse**

700 West Ave. S., La Crosse, Wisconsin 54601

For a consultation, call 608-392-9883

[mayoclinichealthsystem.org/lacrosse](http://mayoclinichealthsystem.org/lacrosse)



**MAYO CLINIC**  
**HEALTH SYSTEM**

coulee region  
**women**

AREA HOME AND HEALTHY LIVING MAGAZINE

## FOR THE HEALTH OF IT



### 11 PROFILE

#### **JUST FOR THE HEALTH OF IT**

When it comes to health, the Coulee Region has much to be proud of.

### 15 MEDICAL

#### **A COMPLEMENTARY CHOICE**

Patti Bartsch offers an alternative to a lifetime of prescription medications.

### 18 MEDICAL

#### **LIFE GOES ON**

Gundersen Health System's Cancer Survivorship Program offers support of all kinds to breast cancer survivors.

### 21 MEDICAL

#### **HEALING FROM THE SKIN IN**

Protect and heal your skin at all ages and stages.

### 23 EXERCISE

#### **YOGA: BENEFITS BEYOND BODY**

In La Crosse, a variety of yoga styles connect mind, body and spirit.

### 25 EXERCISE

#### **WOMEN INSPIRING WOMEN**

A mom's quest for fitness leads to Burn Boot Camp.

### 27 EXERCISE

#### **TEAM OF RIVALS**

Onetime competitors walk their way to fitness and friendship.

### 28 EXERCISE

#### **THE MANY FACETS OF FITNESS**

The La Crosse Wellness Center provides a one-stop shop for good health.

### 30 FOOD

#### **EAT, DRINK AND BE HEALTHY**

Local companies with a wide reach ensure healthy food options for all.

### 33 FOOD

#### **STRAIGHT TO THE PLATE**

A new business serves up healthy, organic meals.

### 35 FOOD

#### **FEWER CALCULATIONS, BETTER CHOICES**

New USDA nutrition guidelines focus on eating as a lifestyle.

### 39 LIFESTYLE

#### **AN EYE FOR DETAIL**

The Dalgleish home is transformed under the eye of a local designer.

### 44 LIFESTYLE

#### **THE HEALING POWER OF PETS**

The Coulee Region Humane Society offers furry options to improve your well-being.

### 47 LIFESTYLE

#### **FITNESS WEAR**

Look good. Perform better.

### 51 LIFESTYLE

#### **IRELAND: STORIES WORTH TELLING**

A visit to the Emerald Isle creates the narrative of a lifetime

Pictured on cover: Tammy Zee, owner of Tammy Z's Yoga Studio in La Crosse. Outfit from Macy's. Pictured on this page: Grace Walker, Grand Bluff Running, downtown La Crosse. Outfit from Grand Bluff Running. Photos by Jen Towner Photography.





# Love + Medicine gave her courage and a career

"It takes a special person to guide someone through hours of labor. For me that was Missy. She treated me like I was the only person who mattered. Missy is an amazing nurse and because of her, I'm a happy first-time mother and I'm enrolled in a college nursing program."

Making each patient experience as amazing as possible is just one of the many ways we deliver Love + Medicine.

[GUNDERSENHEALTH.ORG/LOVE+MEDICINE](https://GUNDERSENHEALTH.ORG/LOVE+MEDICINE)

Love  Medicine

**GUNDERSEN**  
HEALTH SYSTEM®



Jen Towner Photography

**I like to think** I come from pretty hardy stock, especially on my mother's side. The women in that family were hardworking and long-lived, with two of my great-aunts, Aunt Jennie and Aunt Rose, running their respective farms into their 90s. They were strong, independent Czech women with old-world ways, long silver hair coiled in braids and knobby cheekbones like ruddy apples. My grandmother, their sister, should have lived longer than she did, with cancer cutting her life short at the respectable age of 82. My own mother is going strong at 80, and I figure that, genetically speaking, my odds too are good if I take care of myself.

A friend of mine reminded me of a phrase common among her forebears: "As long as you have your health ...," and when you think about it, that's really what it all comes down to. You can weather all types of misfortune, endure all forms of hardship, as long as your body, mind and spirit hold up. The women in my family modeled that for me. My Aunt Rose, as the family story famously goes, once became paralyzed when she got too close to a dynamite-laden stump she was

detonating. Confined to a chair afterward, she rehabilitated herself by listening to an exercise program on the radio until she could first move a finger, then two, then eventually her entire body.

I like to think I have that spirit of determination in me, too, though the stumps I dynamite are largely metaphorical. But it's absolutely true that fielding what life blasts at you is considerably easier when your body is strong, your mind is clear and you are centered. Getting all three in balance is the challenge of the modern woman, but I've found that if at least two of the three pillars are in place, the third, as Rose demonstrated, can be built up, too.

We put together this issue of *Coulee Region Women* "just for the health of it," and although we focus on many aspects of health in it, every story touches in some way on those three components: body, mind and spirit. We examine health in the Coulee Region through four different lenses—medical, exercise, food and lifestyle—featuring local businesses, organizations and women who are leading efforts to improve health in the region, in their families and in themselves. We hope to inspire you to try a new workout, try new foods, broaden your experiences and embrace a healthy lifestyle in all ways. We can't guarantee you'll live into your 90s—you'll have to rely on your genes for that—but we can offer you a fresh way to look at your health, a renewed respect for it and our support in keeping your own mind, body and spirit strong. The result, we hope, is that resilience and determination that helps us move forward with optimism and strength.

Because when we have our health, not only do we benefit, but everyone around us does, too. Our families have a strong center, our colleagues have a positive presence and our community is populated with members who have the energy and the hope to improve health for all. My great-aunts, my grandmother and my mother were all this to the people around them. I strive to be, too.

*Betty*

# coulee region women

AREA HOME AND HEALTHY LIVING MAGAZINE

ISSUE 88, VOLUME 15, NUMBER 4  
OCTOBER/NOVEMBER 2016

**PUBLISHER**  
Diane Raam

**EDITOR**  
Betty Christiansen

**DESIGNERS**  
Lisa Houghton Design  
Jaclyn Berg

**MARKETING ACCOUNT REPRESENTATIVES**  
Carol Schank, Director  
Sandy Clark  
Claire Ristow-Seib

**PROOFREADER**  
Laura Rowlett

**WEB MASTER**  
Mader Web Design LLC

**PHOTOGRAPHY**  
Jen Towner Photography  
Gallery M/ Janet Mootz Photo

**DISTRIBUTION**  
Citywide Marketing Services, L.L.C.  
Jennie Kolek  
Joanne Mihm

*Coulee Region Women* is published six times per year by Coulee Region Communications, L.L.C. 816 2nd Avenue S., Suite 300, Onalaska, WI 54650. Subscriptions available for \$24.95 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.

©2016 Coulee Region Communications, L.L.C. All rights reserved. No part of this publication may be reproduced without written permission from the publisher. *Coulee Region Women* magazine does not necessarily endorse the claims or contents of advertising or editorial materials. Printed at Crescent Printing Company, Onalaska, WI. Printed in the U.S.A.

**For advertising information  
call 608-783-5395**

**www.crwmagazine.com**  
**info@crwmagazine.com**

**WE WANT TO HEAR FROM YOU!**

Send comments, suggestions, ideas or original recipes to:  
Coulee Region Women Editor,  
816 2nd Ave. S., Suite 300, Onalaska, WI 54650.  
E-mail: editor@crwmagazine.com

*Coulee Region Women* is on !  
Be sure to sign up as a fan at [www.crwmagazine.com](http://www.crwmagazine.com) to share your thoughts on our stories and learn more about upcoming events.



**Asking questions.  
Getting answers.**

**NEWS**  **INVESTIGATES**

Watch News 8 for special News 8 Investigates reports.

Have a suggestion for a future News 8 Investigates report?

Email us at [news8@wkbt.com](mailto:news8@wkbt.com) or Facebook us at [f /news8000](https://www.facebook.com/news8000)

## SEE THE SOFTER SIDE OF OKTOBERFEST

If you walk into the 2016 Oktoberfest Needlework Show anticipating a display of pillowcases embroidered by a bunch of grandmas, expect to be amazed. The artists—of all ages—contributing to this show are entering exquisite needlework in seven different categories, including cross-stitch, canvas embroidery and Hardanger, a Norwegian specialty. Vote for the People's Choice in each of the categories at this free show, held in the museum room of the La Crosse Public Library October 6-8 during the library's open hours. The show is open to anyone; if you'd like to participate, drop off your entry at the library from noon-6 p.m. on Wednesday, October 5.



The Coulee Country Chapter of the Embroiderers Guild of America will also have works on display at the Heider Center in West Salem throughout November. Find more at [www.onour.com/Coulee/index.htm](http://www.onour.com/Coulee/index.htm).

## FOOD, FASHION & FUN

**The Women's Clothes Closet** will hold their ninth annual

Fashion Cornucopia Style Show and gourmet meal on Saturday, November 5, at Our Savior's Lutheran Church at 612 Division St., La Crosse. Doors will open at 11 a.m. for the first show and at 5 p.m. for the second show. The style show will feature women's and men's fashions from Dale's, Duluth Trading Company, Touch of Class, Mainstream Boutique, Grand Bluff Running and E&C. The event includes live music and tours of the Women's Clothes Closet. Tickets are \$35 each or \$240 for a table of eight and are on sale now with reserved seating available.

All proceeds will benefit the Women's Clothes Closet, which provides gently used clothing to low-income women who are entering or in the workforce. For tickets, call 608-782-3468 or visit [www.oursaviourslutheranchurch.net](http://www.oursaviourslutheranchurch.net).



## CELEBRATE OUTSTANDING WOMEN



**The annual YWCA** La Crosse Tribute to Outstanding Women celebrates Coulee Region women who have demonstrated qualities of remarkable leadership and excellence in their professional and personal endeavors. Join the celebration Thursday, November 10, beginning at 5 p.m. with a social hour, followed by dinner and award presentations at 6 p.m.

The 2016 recipients are Kay Berra, Aquinas Catholic Schools; Ronda Lettner, Stein Counseling & Consulting Services; Debra McKenney, Wells Fargo; Stacy Shapiro, Shapiro Strategies; Sue Weidemann, Hera Marketing; Virginia "Ginny" Wintersteen, Gundersen Health System; and Myrna "Dee" Peacock (posthumous honor). Young Women of Tomorrow honorees are Po Too, Western Technical College, and Olivia Stewart, Sparta High School.

To purchase tickets, call 608-781-2783, visit [www.ywcalax.org](http://www.ywcalax.org) or text "Outstanding" to 41444. RSVP deadline is Wednesday, November 2.

## LIPSTICK & LAUGHTER

**Join a roomful of smart,** socially involved women and men on Thursday, October 20, when the Women's Fund of Greater



La Crosse hosts their 2016 Fall Luncheon. This year's speaker, Renee Rongen, an international award-winning humorist, author

and business consultant, will have you laughing and counting your blessings with "Lipstick, Laughter and Life."

Early bird registration (before October 14) is \$40. The luncheon will be held 11 a.m.-1 p.m. in Valhalla Hall in the Cartwright Center of UW-La Crosse. Bring a new pair of pajamas size newborn through adult, and the Women's Fund will donate them to those in need. For more information, go to [www.womensfundlacrosse.org](http://www.womensfundlacrosse.org).

## HANDBAGS FOR A SAFE HAVEN

**Handbags, hors d'oeuvres,** a fashion show and wine ... if that sounds like the ideal night out, you'll want to check out Handbags for a Safe Haven. Sponsored by Marine Credit Union, this event helps New

Horizons provide shelter for those who have experienced domestic violence. Handbags for a Safe Haven takes place Thursday, October 13, from 5-9 p.m. at Celebrations (next to Shenanigans) at 2100 Dawson St. in La Crosse. The evening includes a fashion show of upcycled garments from local consignment shops, a handbag auction, an upcycled handbag mart and a raffle. General admission is \$25 and one gently used handbag (which will become part of the handbag mart). VIP admission is \$50 and one gently used handbag and includes VIP seating, a VIP swag bag, drink ticket and souvenir wineglass.

For more information, contact Sheila Connors at 608-791-2610 x1305 or register at [www.bit.ly/handbag-haven](http://www.bit.ly/handbag-haven).

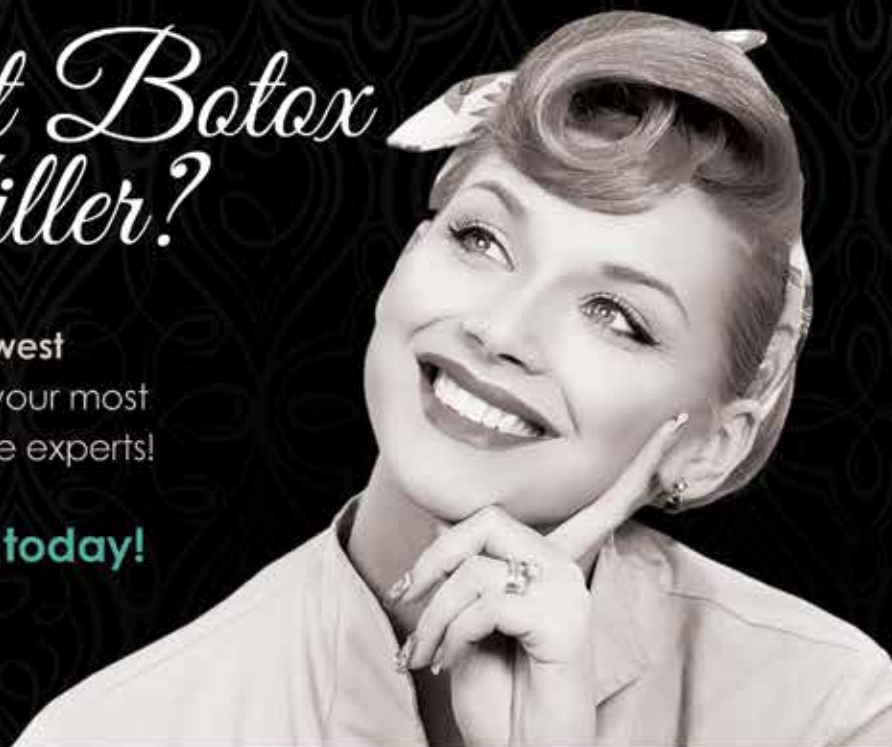




# Curious about Botox and dermal filler?

The #1 injection team in the Midwest is now in Onalaska. Your face is your most valuable real estate. Trust it to the experts!

**Schedule a consultation today!**



contourclinic *is now at*



FOREVERYOUNG  
LASER & SKINCARE CLINIC

## Grand Opening Special Offers

Buy 30 units of Botox, get 10 FREE.

Buy two syringes of Voluma, get a Juvederm FREE.

Buy one syringe of Juvederm, get one HALF OFF.

Buy 4 vials of Kybella get one FREE.

### Meet the #1 Injection Team in the Midwest



David Christianson MD



Rebecca Suess RN, CPSN, CANS

.....  
Botox®

.....  
Juvederm®

.....  
Voluma™

.....  
Sculptra®

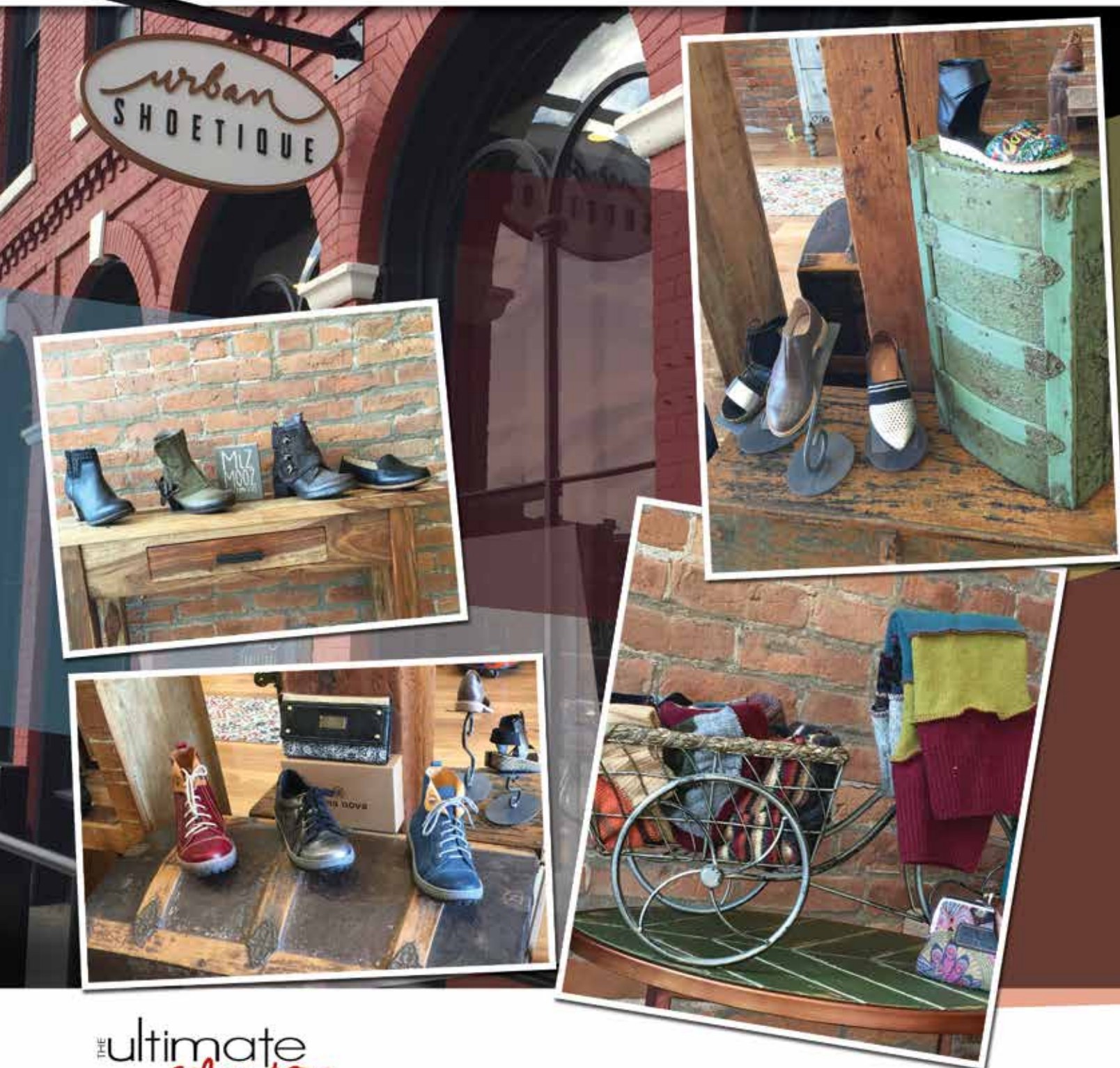
.....  
Kybella™  
.....

**Call 844.344.2656 • 2845 Midwest Dr, Suite #102, Onalaska**

*Offers valid on first visit only at our Onalaska location. Expires 11/19/2016.*



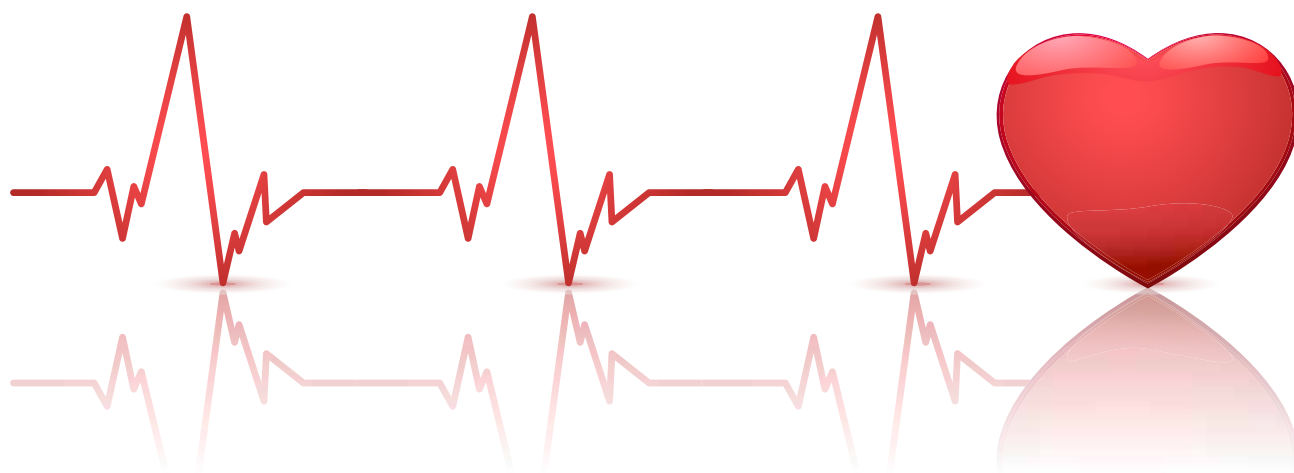
Now styling women & their shoe passions in  
**Winona & Onalaska!**



THE ultimate  
salon & spa  
*urban*  
SHOETIQUE

2850 Midwest Drive, Suite 101 • Onalaska, WI 54650 • 608.782.8720  
NEW LOCATION 120 East 2nd Street • Winona, MN 55987 • 608.881.1852  
[www.theultimatesalon.com](http://www.theultimatesalon.com) 





# JUST FOR THE HEALTH OF IT

When it comes to health,  
the Coulee Region has much to be proud of.

BY BETTY CHRISTIANSEN

**Devoting an issue** of *Coulee Region Women* to the theme of health is like opening Pandora's box. Once you begin thinking of the ways the Coulee Region celebrates, improves and nurtures a healthy lifestyle, it's hard to stop.

It's no secret that the Coulee Region is a fantastic place to live, if for no other reason, "for the health of it." In many categories—which we've also used to organize this issue of *Coulee Region Women*—health is at the forefront of daily life in our area.

## Medical

In terms of quality medical care, the Coulee Region is a wonderful place to live. Our cornerstone medical facilities—Mayo Clinic Health System—Franciscan Healthcare and Gundersen Health System, along with Winona Health and Vernon Memorial Healthcare—have put the Coulee Region in the national spotlight with their quality of care, especially in terms of heart health and cancer treatment. Gundersen Health System's advance care planning effort, Respecting Choices, has set a national standard for patients directing their own end-of-life care.

We also have the La Crosse Medical Health Consortium, which

fosters collaboration among all these health centers as well as UW-La Crosse, Viterbo University and Western Technical College to optimize the health of our community. In terms of educating medical professionals and treating the community, this is a vibrant place to be.

In this issue, we take a particular look at complements to these rich sources of medical care. We'll examine complementary medicine, skin care and supportive care for cancer patients—all important details in the bigger picture of medical care in our community.

## Exercise

In the Coulee Region, you have no excuse *not* to exercise. The trails in Hixon Forest and Perrot State Park beckon hikers, bikers and runners; the newly renamed Dahl Family YMCA in La Crosse and R. W. Houser Family YMCA in Onalaska offer fitness options for all ages; and the city of La Crosse is making it ever easier to bike to work, school and more. In this issue, we celebrate the many opportunities available to active people of every fitness level by focusing our sights on exercise accessible to all, such as walking and yoga, but we also invite you to discover new centers devoted to fitness in all its facets and

especially for women: Burn Boot Camp and the La Crosse Wellness Center. Getting into shape not only is healthful, but social, supportive and great fun.

## Food

Living in the Driftless Region of western Wisconsin, it's hard not to be immersed in a sustainable, farm-to-table lifestyle; we have a high concentration of organic farms in the area, family-run CSAs abound and the national organic cooperative Organic Valley is just up the road. We feature Organic Valley, and another local-gone-big business, Kwik Trip, as we focus on what local companies are doing to bring healthy and often organic food to the masses—here in the Coulee Region, regionally and nationally. Then we zoom in to the micro, to see how the small, couple-run business Straight to the Plate Organics is doing the same for local clients. We see what dietitians at our medical centers have to say about following USDA guidelines for balanced meals and, best of all, we give you recipes for doing so yourself.

## Lifestyle

All of these factors add up to create a healthy lifestyle, but a healthy lifestyle encompasses so much more than good medical care, exercise and food. It's also *how* we live—who we live with, what we surround ourselves with and what we do to keep our minds and bodies and spirits happy. A healthy lifestyle includes surrounding yourself with

family and friends, people who are positive and relationships that form an important safety net for emotional health. It includes feeling safe and secure, having our immediate needs met. It also includes the “extras” that bring joy and encourage us to broaden our minds and experiences, and help us grow.

As a “home and healthy lifestyle” magazine, we naturally focus on these factors. We feature a home that absolutely makes its owners happy and encourage you to fill yours with companions—furry and otherwise—who uplift you just with their very being. We'll inspire you to push your boundaries by exploring new terrain, and we'll also make sure you're outfitted to do it.

## Room to grow

It's true we're very lucky, living here, to be in a place where health is at the forefront of so many people's lives. But it's also true there's room to improve, and we are a region armed with caring people who work diligently to address regional health concerns such as poverty, food insecurity, homelessness, alcohol and opioid abuse and more. Organizations such as St. Clare Health Mission, Coulee Council on Addictions, Couleecap, the Franciscan Sisters of Perpetual Adoration and so many, many more are working to ensure that the Coulee Region is a healthful place for all. And perhaps that's the most important quality of a healthy community—looking out for the health of your neighbors as well as your own.

It's a great place to be—just for the health of it. **crw**

*Betty Christiansen is the editor of Coulee Region Women.*







The Wedding Tree  
MEN'S DEPARTMENT



- ✧ Specializing in Flawless Formal Wear
- ✧ Available for Purchase or Rental
- ✧ Vast Array of Color Options
- ✧ Expert Style Guidance
- ✧ Variety of Quality Fit Options
- ✧ Prom Packages
- ✧ Easy Returns

IMPECCABLE STYLE

[www.TheWeddingTree.com](http://www.TheWeddingTree.com)  
Downtown La Crosse, WI

# Our experience is your financial advantage



Since 1913, Trust Point has assisted individuals, families, companies and organizations preserve and grow their wealth with a wide range of comprehensive services.

- Investment Management
- Financial Planning
- Trust & Estate Services
- Retirement Plan Services
- Philanthropic Services
- Wealth Management



**TRUSTPOINT**  
Investments • Trust • Since 1913

La Crosse, WI – Headquarters | 608-782-1148

[www.trustpointinc.com](http://www.trustpointinc.com)

# TURN YOUR HEALTH AROUND - NATURALLY



Naturally  
Unbridled  
Wellness, LLC

Holistic Therapies Center  
Acupuncture • Massage • Herbal Remedies  
Homeopathy • Naturopathy • Nutrition  
CranioSacral • Reiki • Zone Therapy & MORE

www.NaturallyUnbridled.com • 608.799.8326  
1129 Riders Club Road, Onalaska



Save \$15\* when you book your first appointment with coupon code: **CRWMAG**

\*May not be combined with other offers. Expires 12/31/16

## Creating Healthy Smiles

*Laser Periodontics*  
*Gum Aesthetics*  
*Dental Implants*  
*A Little Magic*

**GHOLSON GROUP PERIODONTICS**

608.782.0140

GholsonPerio.com



# A COMPLEMENTARY CHOICE

Patti Bartsch offers an alternative to a lifetime of prescription medications.

BY JULIE NELSON  
Contributed photos

**“Did you get everything** you needed? Okay, come here, here’s your healing hug. Keep up the good work.”

That’s Patti Bartsch, Ph.D.: part cheerleader, part coach and all about health. “I see myself as a tour guide on your path to wellness,” says the owner of Naturally Unbridled Wellness in Onalaska. “My passion is in teaching. I provide education and inform you of options that can help get your life back in balance. Then it’s up to you and your health care professional to decide what you want to do.”

Bartsch is a traditional naturopath, a wellness expert who focuses on natural approaches to health and healing and who takes a holistic approach—body, mind and spirit—to health. She is not a medical professional, yet she got into the field because of her interest in medicine, specifically a medicine to cure cancer.

“I started my career as a scientist and spent eight years doing cancer research.” Then, she says, the pharmaceutical companies came to a realization that changed their business model and disrupted her desire to work for them. “The drug companies recognized that if they cured cancer or the patient died, the financial outcome for them was the same. They lost a customer. So they began developing drugs that would manage the symptoms but would keep the patient dependent on the drugs. And, if there are side effects to that drug, then the customer just takes more drugs to manage the side effects.”

Bartsch offers a startling statistic regarding prescription drug use in America. “Most Americans age 40 or over take an average of four prescription medications daily, and they’re not getting any better.” A 2005 study published by AARP reports similar findings: “Seventy-six percent of Americans say they are currently taking at least one prescription drug on a regular basis, and most of those say



*Patti Bartsch, owner of Naturally Unbridled Wellness in Onalaska*



*Bartsch is passionate about natural health and wellness for both humans and animals. Her love of horses puts the “unbridled” in Naturally Unbridled.*

they take on average four different prescription drugs daily.”

Bartsch says her practice appeals to people who want to break that trend, or who are “freaked out” by the drug commercials and warnings of side effects. “With homeopathy, nutrition, herbs and complementary therapies like acupuncture, we can help get the body back into balance” without the side effects and without a lifetime commitment to prescription meds.

### **Ancient remedies, timeless results**

Naturally Unbridled Wellness offers a number of complementary, or what are sometimes called alternative, practices. “These are practices that have kept people alive for thousands of years, long before the advent of penicillin and modern medicine.” She cites irritable bowel syndrome (IBS) as an example. “Many of my clients have tried everything. They’ve been given prescription medications and told ‘this is your new normal.’ Using herbs, homeopathy and nutrition, we can often get the digestive system back in balance in weeks to a couple of months.”

At one time considered fringe practices, complementary medicine is now in the mainstream. Mayo Clinic Health System has 18

practitioners skilled in Complementary and Alternative Medicine and reports nearly 40 percent of their adult patients have used CAM. Gunderson Health System refers to its complementary services as Integrative Medicine, as the practices are often used in conjunction with conventional treatments.

Interest in the practices is growing. Bartsch opened five years ago as a solo practitioner; now she has six practitioners, two locations and an extremely full schedule.

Fans of the Olympics may remember the round marks seen on swimmer Michael Phelps’ back and shoulders. These circles were the result of cupping, an ancient form of Chinese medicine that increases blood flow and promotes healing. Cupping is one of the practices offered at Naturally Unbridled Wellness’ Holistic Therapies Center; acupuncture, Reiki, zone therapy, craniosacral therapy and homeopathy are among the others.

Bartsch says her favorite part of the job is meeting with people and discussing the possibilities. “There is a time and place for drugs and surgery,” she says, “but I want people to know there are additional choices. I would like someone with cancer to come to me before they decide what to do so they know all their options. We do not treat, diagnose or prescribe here; we just educate and inform. We empower our clients to be in control of their wellness.”

### **Detoxifying body, mind and spirit**

Daily life takes a toll on the immune system, says Bartsch. How many of us use a spritz-on hair product, nail polish remover and chemicals to clean the kitchen and bathroom? Then there are the times you walk past the fragrance aisle in a department store or shop for new carpeting or new tires. All these toxins you breathe in build up in the body over time. “Envision your attic or basement or junk drawer. Over the years you’ve collected more and more junk in there. It’s the same with your body. We want to help you clean out the toxins in a healthy manner.” Bartsch says while detoxifying is good, some people try to do too much, too suddenly. “They’re mobilizing all these toxins without a good exit strategy. If you are detoxifying, you should start to feel better and better. If you’re feeling worse and worse, there’s a problem.”

Toxins are just one part of the picture. Bartsch says she and her practitioners take into account body, mind and spirit. Are you angry a lot? Grieving? Obsessive-compulsive at times? Are you sleeping well? All these factors are part of the entire picture when helping a person get on a path to wellness.

“We often start with simple things,” says Bartsch. “Most people are dehydrated. A good guideline is to take your body weight and divide it by two. That’s the number of ounces of water you should be drinking in a day. One good tip is to make sure water is the first thing you drink each day. You haven’t had any water all night, and your body needs it. Try to drink 16 ounces of water before you have a cup of coffee.”

Complementary medicines won’t put you into the pool with Michael Phelps, but they may help you improve your health and change your life.

For more information, go to [www.naturallyunbridled.com](http://www.naturallyunbridled.com), [www.gundersenhealth.org/integrative-medicine](http://www.gundersenhealth.org/integrative-medicine) or [www.mayo.edu](http://www.mayo.edu) and search for complementary medicine. 

*After meeting with Patti, Julie Nelson, a freelance writer based in La Crosse, has a new goal to drink 16 ounces of water first thing in the morning. Some days are better than others.*





The Therapy Place  
of La Crosse  
Gora-Bollom • Hellwig • Cortesi



A professional and experienced team specializing in psychotherapy for anxiety, depression, trauma, sex & relationships, grief, perinatal mental health, positive psychology, and workplace concerns.

 608.519.5546

600 N. 3rd St #206 - La Crosse  
[www.thetherapyplacelax.com](http://www.thetherapyplacelax.com)

A Healthy You...  
Starts At

  
NuYou  
weight loss & more

Mary V.  
Black River Falls, WI  
Lost 40 lbs. and 57.25 inches!

Free Consultations!

Guaranteed Weight Loss!

Our programs help you lose  
up to 5 lbs. per week.

Medical & Non-Medical Programs  
Maintenance Programs

& more...

Laser Lipo Body Contouring

Nutrition Store ~ Also Online!

Zenke Medi-Spa Services

Botox®, Juvederm® & Kybella®

Look Better • Feel Better • Be Better

Call Today! 608.785.1145



 1845 E. Main St., Onalaska, WI 54650  
[NuYouWeightLossAndMore.com](http://NuYouWeightLossAndMore.com)

Gather your girlfriends, mom, sisters, daughters and treat yourself to an evening filled with the information you need to be your sparkling best. New this year: "Dessert with the Docs" — a chance for you to ask questions and get to know some of our health experts you may or may not have met yet.

**Date:** Tuesday, October 18, 4:30 - 7:30 p.m.

**Location:** Tau Center, Hilbert St, Winona, Minn.

**Admission:** FREE, RSVP by Friday, October 15

**To RSVP:** 507.457.4161 or [winonahealth.org/spirit](http://winonahealth.org/spirit)

Let us help you  
**sparkle**

Enjoy hors d'oeuvres, sparkly cupcakes, informative booths and the company of inspiring women.

To learn more about this dazzling event, please visit [winonahealth.org/spirit](http://winonahealth.org/spirit) or call 507.457.4161.

  
Spirit of Women

855 Mankato Ave. • Winona • 507.454.3650

To learn more about Spirit of Women, visit [winonahealth.org/spirit](http://winonahealth.org/spirit).   

# LIFE GOES ON

**Gundersen Health System's  
Cancer Survivorship Program offers  
support of all kinds to  
breast cancer survivors.**

BY ELIZABETH LIPPMAN  
Contributed photos



*Dr. Leah Dietrich, a physician at Gundersen Health System, is part of a growing movement to better understand the physical, emotional and social needs of cancer survivors.*

**When Judy Verage** beat breast cancer the first time, she finished radiation and, she says, was “done.” Sixteen years later, doctors diagnosed her with breast cancer again. Now, after completing chemotherapy treatments in February, Verage is armed with a personalized care plan and a network of support as she—for the second time—navigates the transition to a new life as a cancer survivor.

The difference is due to Gundersen Health System's Cancer Survivorship Program and the efforts of medical professionals like Dr. Leah Dietrich, a physician at Gundersen who is part of a growing movement to better understand the physical, emotional and social needs of cancer survivors.

“They follow you for two years after active treatment,” says Verage, a retired psychotherapist in La Crosse. “They treat people holistically. Sixteen years prior to that, they were good doctors, but you weren't treated holistically like you are now.”

## A better life after cancer

Thanks to improved screening and treatment, there are more than 14 million cancer survivors in the United States. Experts expect that number to reach more than 18

million by 2020. Programs like Gundersen's help address the challenges of life as a cancer survivor, including long-term health effects such as cardiotoxicity, pain and fatigue, cognitive dysfunction and secondary cancers, as well as issues with nutrition, finances, child care, employment, psychological distress and more.

Dietrich teamed up with a survivorship nurse, social worker and physical therapist to launch Gundersen's survivorship program in 2011. From the moment of diagnosis, it places individuals within a coordinated system of vital resources and helps ensure smooth communication between patients, their cancer care providers and their primary care provider.

“I feel supported, knowing I can pick up the phone and make contact,” Verage says. “It's so important that I have that resource and that they know my history. It's the kindness and the caring and the warmth and their time. You never feel like you are rushed. You are their priority.”

## Connecting with community

“One of the most difficult things for patients to do is change their wellness behaviors,” Dietrich says. When active





Judy Verage embraces a new life as a cancer survivor.

treatment such as surgery, radiation or chemotherapy ends, patients continue to meet with cancer specialists who guide them through a personalized treatment summary and survivorship care plan and link them with community resources such as disease-specific support groups and the YMCA's LIVESTRONG program, a 12-week session

of small-group personal training.

"Part of survivorship is connecting you with other women with similar cancer stories and other support in the community," Verage adds. Though she has completed the LIVESTRONG program, she continues to enjoy regular gatherings with the women she met at the YMCA, crediting the emotional and mental support she receives as key to her ongoing health.

Several national organizations and accrediting agencies recommend and mandate survivor care, but, Dietrich notes, they give little information on how to implement it. She is working to help fill that gap.

The *Journal of Oncology Practice* recently published the results of a study Dietrich led with almost 200 breast cancer survivors. While previous studies have affirmed that patients appreciate survivorship programs, Dietrich's was one of the first to show that the survivorship program has a positive impact on patient behavior, making them more likely, she says, to follow through with recommended visits and tests.

### Personal passion

Not only is she engaged in cutting-edge

research and patient care, but Dietrich also knows survivor needs firsthand. She was diagnosed with breast cancer in 2011, just as the survivorship program was taking off.

"Having experienced cancer personally has definitely ignited my passion for this work," she says. "From my personal experience, I know that life after cancer is never the same as life before cancer. A cancer survivor needs to find their 'new normal.' Often there are silver linings to experiencing cancer, such as renewed priorities and relationships. However, there is often also the downside of having to deal with psychological distress and physical and mental changes due to cancer or treatment side effects. That's why I feel it is so important to recognize the special challenges that cancer survivors face and offer the support, resources and tools to help survivors face those issues."

Dietrich is now working on a study of breast cancer survivors designed to help determine which types of treatment summary and care plans patients and primary care providers prefer. She hopes to see the results published this year. (crw)

*Elizabeth Lippman is a freelance writer and editor in Winona. She holds a master's degree in literary nonfiction.*

Stay healthy together.

October is Breast Cancer Awareness Month  
November is Men's Health Month

**Vernon Memorial Healthcare**  
So much care, so close.

(608) 637-2101 | info@vmh.org | www.vmh.org

**The Pilates Studio LLC**

**Show off your mad BARRE skills without lifting a glass!**

Call the Pilates Studio and book a **PRIVATE GROUP** class.  
Be it Bunko, Life Group, Book Club or "just because,"  
this is one workout that lifts your spirit  
better than any buzz!

**The Pilates Studio. The best part of your week.**  
www.PilatesStudioLax.com • 608-781-2656



**Our goal is to make  
small business owners successful!**



**Angela Jones**  
Chamber Member and  
Ambassador

For over 36 years providing...

- Financial & Consulting Services
- Strong Client Relationships
- Personalized Service

**ewh Small Business Accounting S.C.**  
1052 Oak Forest Drive, Suite 205  
Onalaska, WI  
608-781-5625  
[www.ewhsba.com](http://www.ewhsba.com)

**ACCOUNTING • PAYROLL SERVICES • BOOKKEEPING  
TAX SERVICE • CONSULTATION**



**Edward Jones**

MAKING SENSE OF INVESTING

Member SIPC



**Amy J Stodola, AAMS®**  
Financial Advisor

608.788.2668  
1212 Horton St Suite 102  
La Crosse, WI 54601  
[amy.stodola@edwardjones.com](mailto:amy.stodola@edwardjones.com)



**Margaret Severson, AAMS®**  
Financial Advisor

866.637.7233  
520 N. Main Street Suite A  
Viroqua, WI 54655  
[margaret.severson@edwardjones.com](mailto:margaret.severson@edwardjones.com)

[www.edwardjones.com](http://www.edwardjones.com)



## Brilliant Bodywork

Be beautiful, be brilliant, be you.

- Brilliant Bodywork is the Regions ONLY Certified acne clinic.
- At Brilliant Bodywork we combine the power of pharmaceutical-grade products that are customized for your type of acne, with a series of bi-monthly treatments.
- We also teach you about other aggravating factors that make you break out such as foods, medications, cosmetics, stress, and common ingredients in skin care formulations that might be clogging your pores (even professional and prescription products).

**Schedule a FREE CONSULTATION**  
with one of our specialists today!

314 Main Street - Onalaska • **608-783-8380**  
[clientservices@brilliantbodywork.com](mailto:clientservices@brilliantbodywork.com)  
 Visit our website for a complete listing of our services.  
[www.brilliantbodywork.com](http://www.brilliantbodywork.com)







# HEALING from the Skin In

Protect and heal your skin at all ages and stages.

BY JUDITH MUNSON  
Contributed photos

## Putting our best face forward

means having healthy skin, and keeping skin healthy requires different thinking at different stages in life. We asked three of the area's skin care experts about the care options most beneficial for the teen years, the 20s and 30s, and the "how do I erase these wrinkles?" years.

## A fresh face

Stephanie Andresen, owner of Brilliant Bodywork in Onalaska, has helped teens with acne-troubled skin for years. "We put a serious emphasis on a healthy lifestyle," says Andresen. "Dairy, whey, soy, peanut butter and peanut products are some of the foods

to avoid, as these all aggravate sebum—the oil that causes breakouts."

Although whey and soy protein shakes are popular with many teen athletes today, Andresen recommends shakes that are egg- or veggie-based. Instead of peanut butter, cashew or almond butters are safer bets for avoiding breakouts.

Chocolate as an acne trigger is a myth, Andresen says. Salt is also OK if it does not contain iodine, so use sea salt as a healthier option. "And drink lots of water, since dehydration contributes to blemishes," she says.

A common aggravator to acne is use of drugstore remedies. "Avoid benzoyl peroxide products unless directed and supervised by a professional. They often damage your skin. Many of our teen clients need to have that damage repaired before we can begin treating the acne."

Brilliant Bodywork's acne clients come in for a chemical peel every two weeks for 90 days. "This exfoliates dead skin, which hydrates the new skin



Stephanie Andresen, owner of Brilliant Bodywork in Onalaska



Amy Lattos, owner of Thrive Health Center in Onalaska

underneath," explains Andresen. "Think of your healthy skin as a sponge lying beneath a thick layer of dead skin. The treatment won't penetrate if it's sitting on top of dead skin."

The peel not only exfoliates, but extracts oil from clogged pores and kills bacteria inside them, allowing the skin to be more receptive to healing products, says Andresen.

## That healthy glow

Amy Lattos, owner of Thrive Health Center in Onalaska, says chemical peels are helpful for keeping skin healthy even beyond the teen years. "Peels are really just a workout for your skin," says Lattos. "They allow us to get to the cellular level with our pharmaceutical-grade serums, which, unlike drugstore products, contain a much higher level of active ingredients to be more effective."



Thrive Health Center uses ultrasonic technology for professional exfoliation. Products then penetrate deep enough to reach the cellular level. The treatment ends with the use of microcurrent technology to reduce wrinkles.

Lattos recommends women follow three steps in the morning and night for healthy skin. “A morning regimen would include a cleanser, a treatment serum and a moisturizer with sunscreen,” she says. “Your evening routine would be the same except replacing the sunscreen moisturizer with a night cream.”

She is also seeing good results with a new supplement drink. “Collagen is the most abundant protein in the human body that gives our skin its strength and structure,” Lattos says. “This supplement drink restores your skin’s hydration and increases its firmness by infusing collagen peptides, ceramides (which protect against dryness) and biotin—a nutrient that also promotes healthy skin.”

All of our contacts agree it can’t be said enough: The No. 1 factor to helping skin stay wrinkle- and spot-free—and, most important, cancer-free—is to shield it from the sun.



Amy Ebersold (left), owner of Forever Young Laser and Skin Care Clinic in Onalaska, and Susie Toussaint, RN



**First Class Free • 30 Days for \$30**

Power Vinyasa yoga is a style of yoga that is accessible to everyone regardless of age, ability, or experience. “Vinyasa” means to link movement with breath. With the heat as an added element, you’ll learn to move, breathe, sweat, and breakthrough your own barriers. We know and trust that this practice works. Are you ready to discover what is possible?

Now is the time! Come as you are and know that practicing yoga is a lifelong process that will evolve – as will your focus, strength, and flexibility. Our variety of teachers and classes will meet you where you are. We encourage you to just show up and do what you can – knowing there is no judgement or expectations! With practice and time, your body and mind will experience growth and transformation – and we’ll be there supporting you every step of the way to your full potential. New students welcome!



**Thank you! We are honored to be  
your favorite yoga studio three years in a row!**

1217 Caledonia St., Suite A, La Crosse, WI 54603 • Phone 608-519-2467  
www.rootdownyogastudio.com • Find us on Facebook and Instagram

## Line management

Amy Ebersold, owner of the Forever Young Laser and Skin Care Clinic in Onalaska, says sun exposure is the No. 1 factor contributing to wrinkles, age spots and dry skin. “A majority of the damage occurs in our youth, but we don’t see the effects until much later.”

She recommends using a moisturizer with an SPF of 45 to 50 in the summer. “It can be less in the winter, but then we need to switch to a more hydrating moisturizer.”

Although most of her clients are in their mid-40s and 50s, Ebersold says the time to start thinking about antiaging strategies is much younger.

“To stop lines from becoming permanent, we use Botox when people are in their 30s, because once certain lines form, such as lines on the forehead, they are so hard to reverse. Botox relaxes the facial muscles where lines usually form.”

Although Botox has a bad rap with Hollywood’s fake, plastic faces, Ebersold says that is far from the typical result. “It must be used sparingly and carefully by a physician who knows when to stop,” she says. Her clinic enlists the services of the No. 4 Botox physician in the country, Dr. Dave Christianson, several times a month.

Other tools for fighting the effects of aging include photorejuvenation, which uses light therapy to improve discolored or blotchy skin, and eMatrix technology, which treats wrinkles, scars and large pores and improves skin texture by using radio frequency therapy.

“Skin is our largest organ,” reminds Ebersold. “It’s important to take care of it.” 

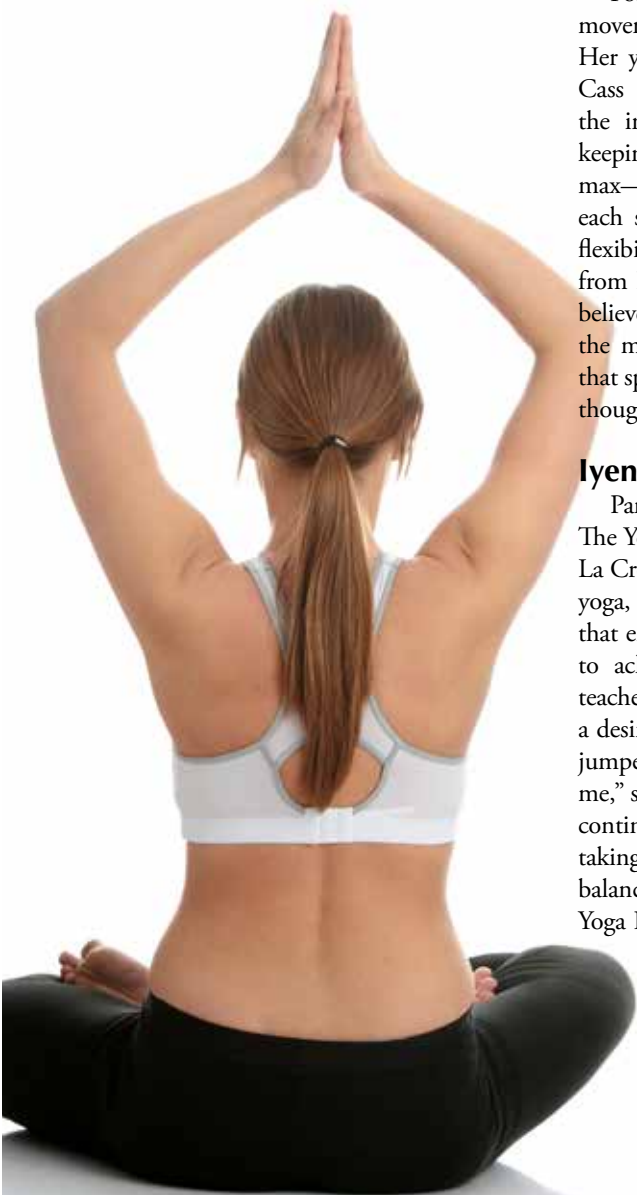
*Judith Munson is a freelance journalist and memoir writer living in western Wisconsin.*



# YOGA: BENEFITS BEYOND BODY

In La Crosse, a variety of  
yoga styles connect mind,  
body and spirit.

BY LISA HEISE



**The refrain from** the Beatles' song "Across the Universe" includes the words "Jai Guru Dev ... Om." The Sanskrit phrase, an expression of respect for a celebrated yoga teacher, is said to bring the speaker to a higher state of consciousness. It also highlights the value of a good yoga teacher.

A yoga teacher can help adjust postures, advise a student to go deeper into a pose or take it easy and help personalize yoga regimens. Furthermore, a yoga class can provide a community of support to help explore the physical, mental and emotional benefits of yoga. Three yoga studios in La Crosse approach the discipline in different ways, all with inspiring results.

## Hatha yoga

For Tammy Zee, helping others through movement has been a passion for 30 years. Her yoga studio, Tammy Z's, is located on Cass Street in La Crosse. Zee focuses on the individual in her Hatha yoga classes, keeping her classes small—15 students max—and exploring challenges and goals for each student. Some come for strength and flexibility, says Zee, while others seek recovery from PTSD or help with anxiety issues. Zee believes in yoga as a practice that addresses the mind, body and spirit, and she honors that spiritual element by sharing inspirational thoughts and readings during yoga sessions.

## Iyengar yoga

Pam Starcher is a student-turned-owner of The Yoga Place on Main Street in downtown La Crosse. The Yoga Place focuses on Iyengar yoga, a practice defined by the use of props that enable students of differing ability levels to achieve specific poses. When longtime teacher and owner Chris Saudek expressed a desire to sell the studio and retire, Starcher jumped at the chance. "It's a perfect fit for me," says Starcher. "I wanted to see the studio continue because it's a gem." Starcher began taking yoga to develop better strength and balance as a runner and biker. Teachers at The Yoga Place, says Starcher, "don't just lead the

class. They observe and correct for proper alignment of different poses so you get the most benefit from doing them."

## Vinyasa yoga

Mandy Rousch of Root Down Yoga asks, "Does taffy stretch more easily when it's cold or when it's warm? It's the same with our muscles." Rousch, who co-founded Root Down Yoga with her husband, Nick, adds the element of heat to most Vinyasa yoga classes offered at her studio. The heat, she says (95 degrees with humidity), requires more mental attention from students and helps them focus. While the physical benefits of strength and flexibility manifest themselves in Rousch's studio, she credits yoga with much more. "It really transformed my life," says Rousch. "I became more positive and optimistic, and I wanted to share that." When a professional transition freed her up, Rousch devoted herself to the study of yoga, eventually offering informal sessions in a heated room above her home garage. It wasn't long before she knew it was time to open a studio, which is now located on Caledonia Street in La Crosse.

## Benefits beyond body

All three yogis agree that the benefits of yoga illustrate the interconnectedness of our own minds, bodies and spirits. For instance, once we improve posture, we breathe more easily. Better breathing becomes better stress responses. Better stress responses mean decreases in inflammation and increases in serotonin, which circle back and improve our overall health.

If you want to try yoga at one of these three studios, don't just drop in: Doors are locked while classes are in session. Visit their websites to learn more about these teachers, practices and philosophies: [www.tammyzyoga.com](http://www.tammyzyoga.com), [www.yogalacrosse.com](http://www.yogalacrosse.com), and [www.rootdownyogastudio.com](http://www.rootdownyogastudio.com). (crw)

*Lisa Heise is a local freelance writer who lives and teaches in La Crosse.*

Anxiety - Depression - Relationship Conflict  
Couples - Individuals - Teens  
Mindfulness Based Psychotherapy



205 5th Ave S Exchange Building Suite 308  
La Crosse, WI 54601 PH 608.785.0011

[heartjourneylx.com](http://heartjourneylx.com)



Cindy Erickson

Licensed Marriage  
& Family Therapist

## 3 ROOM PAINT SPECIAL!

Ceilings & Walls

Guaranteed to Complete in One Day

\$1200 • Call for Details

**ROHDE**  
**PAINTING** .COM

**"Raising the Standard"**

**608.783.6237**



CELEBRATING  
30 YEARS  
OF GIVING

### *Tiny Tim Benefit*

Saturday, November 12 ~ The Waterfront Cargill Room

### *Jingle Bell Brunch*

Sunday, November 13 ~ The Waterfront Cargill Room

Open to the public. Featuring a performance by  
dancers from Misty's Dance Unlimited

Food, Fun & Games!

For more information, reservations or to make a donation,  
call **608.392.2709** or visit [TINYTIMBENEFIT.ORG](http://TINYTIMBENEFIT.ORG)

Join us for **THE GRAND FINALE** of this  
**FANTASTIC HOLIDAY TRADITION!**

**SPONSORED BY** the Franciscan Healthcare Auxiliary



Gallery M  
&

Janet Mootz Photo

Art Gallery

Gift Shop

Art Classes

Bringing contemporary art  
to our community.

See our website and

Facebook page for

exhibit and class information.

[www.janetmootz.com](http://www.janetmootz.com)

La Crescent, MN

**Conventional & Holistic  
Animal Medicine**

Veterinary Spinal Manipulation  
Acupuncture  
Herbal/Chinese Medicine  
Routine Veterinary Services

Marta W. Engel, D.V.M.  
Janna Kottke, D.V.M.  
Laura Buss, D.V.M.

(608) 637-2227  
315 E. Decker St., Viroqua  
[www.risingsunvet.com](http://www.risingsunvet.com)

Helping you solve your animal  
health problems... naturally





Women feel the burn—with positive results—at La Crosse's Burn Boot Camp.



**Health and happiness.** Not unlike many women, Sonya Pennel was searching for both in her life. Pennel, a mother for more than two decades, had been putting on an average of 10 pounds a year over the last 10 years, and she didn't realize the toll it was taking on her.

"In the past few years, I had become very sad, angry, frustrated, overwhelmed, overweight, unhealthy and overall not the mom and wife I wanted to be," she says. "What I didn't know at that time was that all of those emotions were at my fingertips to control."

What Pennel did was become what she describes as "selfish" and act how she needed to in order to live many more happy and healthy years. She began her life transformation by concentrating on her diet—not a diet in the way many think when they hear the word—but diet in the sense of what one eats. After losing 60 pounds, Pennel began moving more and turned her sights on helping other women in the Coulee Region.

### Pillars of health

Pennel opened Burn Boot Camp, located at 4320 Mormon Coulee Road in La Crosse, in January 2016. Burn Boot Camp focuses on a pillar philosophy. First, participants must have the right mind-set to take health head-on. Second, nutrition is focused on and, lastly, exercise is added. Exercise centers around strength training combined with bursts of high-intensity interval training. Workouts are never repeated, so Pennel says boredom is never an option at Burn Boot Camp.

## WOMEN INSPIRING WOMEN

**A mom's quest for fitness leads to Burn Boot Camp.**

BY JESSIE FOSS  
Contributed photos

Health and happiness are the main goals of Burn Boot Camp, Pennel says, but the positive side effects don't stop there.

"Weight loss is a by-product when you understand what your body needs," she says. "The unexpected benefits of working out are increased confidence, better sleep patterns, less stress and an overall sense of accomplishment. Many times the thought of quitting in a workout can cross through your mind, but once you're done, you feel so amazing. You find yourself 'addicted' and craving the next workout."

### Community is key

What sets Burn Boot Camp apart from other gyms, Pennel says, is the sense of family and community found at the gym.

"These ladies watch out for each other," Pennel says. "They know when one of them

is missing from camp, and they are likely to be called, texted or Facebook-messaged."

Burn Boot Camp offers a free 14-day trial to anyone who has not tried the gym. Participants are asked to be ready to make a life change when they come to the gym. Pennel and the others at Burn Boot Camp want those who are hesitant to try the gym to know that they'll be taken care of, and modifications are made for any exercise. On the flip side, trainers are also ready to push those who are ready to be pushed both physically and mentally.

More information at Burn Boot Camp can be found at [www.burnbootcamp.com/lacrosse-wi](http://www.burnbootcamp.com/lacrosse-wi). 

*Jessie Foss is a freelance writer who lives in La Crosse. As an adult, the joy of exercise is something she has learned to embrace.*

**River Trail**  
CYCLES

Sales | Service | Rentals

**Fall Clearance Sale!** *Open 7 Days a Week*

- ◆ Lots of great deals throughout the store
- ◆ Select clothing up to 75% off
- ◆ Many great new cool weather styles now in stock for men and women
- ◆ 2017 bike models arriving weekly
- ◆ Full service repair shop open 7 days a week!

**Bianchi CRAFT GARNEAU**  
**GIANT HELL drymax BERKELEY**  
**UluNITE Zoot SockGuy**

106 Mason St | Onalaska, WI 54650 | Corner of Hwy 35 & Mason  
(just down from the Y) 608-519-5757 | rivertrailcycles.com

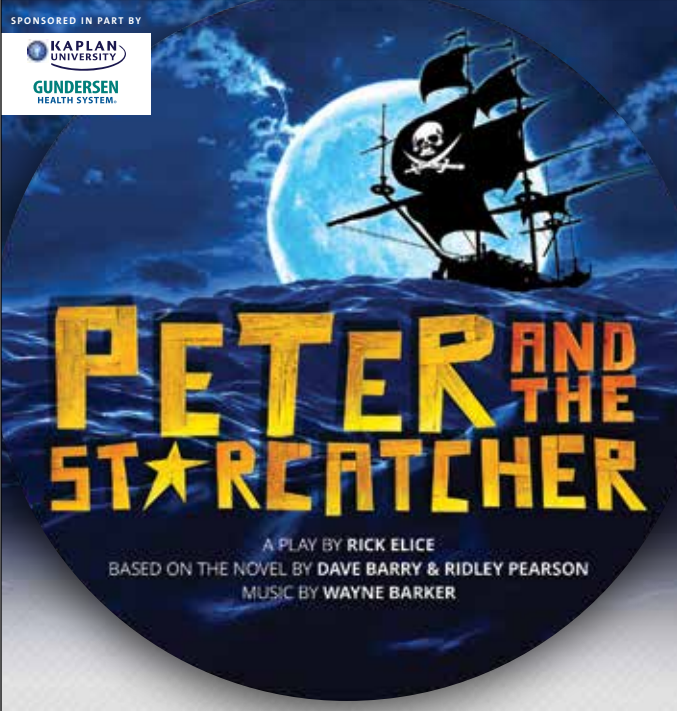


**Touch of Class**

Boutique Store in Downtown La Crosse  
Fashion ~ Gifts ~ Shoes ~ Fine Jewelry

312 MAIN STREET ~ 608.784.2640  
WWW.TOUCHOFCLASSLACROSSE.COM

SPONSORED IN PART BY  
KAPLAN UNIVERSITY  
GUNDERSEN HEALTH SYSTEM



**PETER AND THE STARCATCHER**

A PLAY BY RICK ELICE  
BASED ON THE NOVEL BY DAVE BARRY & RIDLEY PEARSON  
MUSIC BY WAYNE BARKER

**OCTOBER 14-30, 2016**

TICKETS \$27/\$23 AVAILABLE ONLINE OR AT THE BOX OFFICE  
Weber Center for the Performing Arts, 428 Front Street South, La Crosse  
608-784-9292 | www.lacrossecommunitytheatre.org

LCT

**The Neverland you never knew.**

With ingenious stagecraft and boundless creativity, *Peter and the Starcatcher* upends the Peter Pan story and brings the legend to life. Starcatcher apprentice Molly Aster and three orphans are hunted by cut-throat pirates and their mustachioed captain as she races to protect a trunk of magical "Starstuff." This wildly theatrical production will have you hooked the moment your imagination takes flight!





# TEAM OF RIVALS

**Onetime competitors walk their way to fitness and friendship.**

BY SUSAN T. HESSEL  
Contributed photo

*Debbie Woodruff, left, and Marlene Heal at the Home Run 5K event on Logger's Field on August 6 in La Crosse. They always walk for a good cause—there are many such walks in the La Crosse area—as well as their health.*

**When River Bank created** a wellness challenge for employees, pitting employees at different branches against each other, Debbie Woodruff reached out to her teammates to join her on a charitable 5K walk.

"We got points for doing different activities. You got 20 points if you participated in a 5K. I tried to motivate the group, to see if someone would do the 5K with me. Nobody responded," she says.

"Her competitor did," says Marlene Heal, who was on another River Bank team.

That one event, the Ky's 3.1 Run, honors Kylie Von Ruden, a Westby High School student who died in a car accident. Despite the pouring rain, Woodruff and Heal loved the walk for scholarships—their enthusiasm prodded a bit by the Bloody Mary bar at the end of the race, now a post-race tradition for them.

Ky's led to 16 other run/walks for Heal in 2015 and 15 for Woodruff. Even more are expected in 2016. They have another goal together: walking the year, or 2016 miles in 2016. Also, they each want to do a race with all of their children and grandchildren.

## Feeling so strong

These women are Fitbit-aholics who track their miles and steps. On the day of this interview, they received notice from Fitbit that they've walked the equivalent of the distance across the Sahara Desert.

"I have always walked. When I was getting a divorce, it was a cheap single thing to do for myself," says Heal, who is now in a happy marriage. One day she walked about 9 miles: "I felt so strong. I am woman, hear me roar!" She has since walked 20 miles in a day.

Their toughest race was the Apple Festival race in La Crescent, Minnesota, because it involves going up the Apple Blossom Trail. "It was our worst race, but it was our best time," Heal says. "We signed up for this year again."

## Low impact, high rewards

Heal and Woodruff recommend getting a partner and encouraging each other. Age does not matter. You will find, as they did, that races get easier the more you do.

Has their commitment to fitness paid off? About to turn 60, Heal says she has never felt better. "I went in for this year's checkup,

and my doctor was amazed with my blood pressure. He said, 'I can't wait for you to come in next year for your blood test for cholesterol.'"

All this walking has led to Heal eating better, although Woodruff, 64, says, "I have always eaten healthy. I'm married to a chiropractor. That's always been huge with us, eating properly.

"What motivates me to stay in shape is the idea that as you get older, it gets so easy to start losing strength," she adds.

They were reminded of the value of lifelong fitness when an 85-year-old woman tapped Woodruff on her shoulder at the end of Ky's 3.1 and said, "I finished in 56 minutes!" She then realized Woodruff was not her daughter.

"We want to be her when we're 85," Woodruff says.

Clearly they are walking that path. **(crw)**

*Susan T. Hessel is a writer and personal historian who really needs to get off the couch.*

# THE MANY FACETS OF FITNESS

The La Crosse Wellness Center provides a one-stop shop for good health.

BY ANASTASIA PENCHI

Contributed photos



From left: Kara Schuster, owner of La Crosse Wellness Center, and Emily Sturomski, general manager, provide a one-stop shop for all areas of wellness.

## The road to good health has many components.

That's why a group of health and body experts teamed up to house several businesses under one roof, allowing Coulee Region residents to access one facility that focuses on the many facets of well-being.

The La Crosse Wellness Center, located at 3239 12th Ave. S., just off Hwy. 16 south of Grizzly's Grill N' Saloon, offers not only a 24-hour fitness facility, group fitness classes and personal trainers, but also houses a dietitian, physical therapist, massage and chiropractic services, CrossFit training and a 12,000-square-foot indoor turf with batting cages and other activities.

## Personal guidance

"Our goal in opening La Crosse Wellness Center was to be a one-stop wellness/fitness facility that offers all areas of wellness," says owner Kara Schuster.

Schuster says personal training is key to the center because statistics show that people get better, faster results when they meet with a trainer or have one provide programs to help them reach their fitness goals. The center offers one-on-one training, small group training, online programs and unique program design.

General manager Emily Sturomski, who also has experience as a personal trainer, says people can be uncomfortable in a gym setting if they haven't been there in a while. A personal trainer can help give them the confidence to know what they are doing. Even if people have experience working out, they may need a boost if they hit a plateau or want to set new goals.

"To be there to support them, guide them and give them the best experience possible from the minute they walk in the door to when they reach their goal—and everything in between—is why I am

involved in the La Crosse Wellness Center," Sturomski says. "I love that every day is different and that as a business we are learning and growing and offering great services to the La Crosse community and surrounding areas."

## All pieces of the puzzle

Sturomski says the center has friendly staff that truly care about clients. She says she likes that she can offer a free 20-minute screening with a physical therapist to anyone who joins. This allows both new and experienced fitness buffs to address any concerns or weaknesses before beginning a fitness journey.

Group exercise classes that focus on interval training, boot camp conditioning, cycling and weightlifting are also available to members. Youth and adult sporting leagues play on the 12,000-square-foot indoor turf, called the Fieldhouse, which is available for flag football, soccer, tennis and even birthday party rentals.

Starting this fall, Sturomski says, the La Crosse Wellness Center will offer a free gym membership to anyone who decides to meet with a trainer or dietitian. She says diet can be as important as exercise when developing goals because you can't "out-exercise" bad eating habits.

"Physical fitness is only one piece of the puzzle," Sturomski adds. "Nutrition is one of the biggest pieces to health and wellness goals becoming a reality." **(crw)**

*Anastasia Penchi is a longtime Coulee Region writer and graduate of UW-La Crosse. She lives in Genoa with her family.*



## urban SHOETIQUE New City, More Shoes

If you've loved the shoes at Urban Shoetique, you'll love what you'll find at its new second location. Owner Connie Peter brings her flair for footwear to Winona in a shop located in the historic Latsch Building at 120 E. Second Street, where you'll find handbags, belts, jewelry and more in addition to a unique shoe line. The new location expands upon Peter's existing shop, located at The Ultimate Spa & Salon in Onalaska. For more information, call 608-881-1852 or find Urban Shoetique on Facebook.



**You Can  
Wear It  
Again**

If you've ever been a bridesmaid, you'll enjoy the newest photography exhibit at Janet Mootz's Gallery M in La Crescent. The Bridesmaid Dress Project opens November 4 with an opening reception 4-7 p.m. "We are promised when purchasing a bridesmaid dress that it can be worn again," says Mootz. "But it ends up in the back of our closet. Here, we are making use—and making fun—of that dress in everyday activities: feeding farm animals, working in a garage and even beekeeping." The exhibit will be up until November 30 at Gallery M, 33 Walnut St., Suite 140, La Crescent, 608-792-2382.



**2016 Mrs.  
Oktoberfest Is  
Sue Weidemann**

2016 Mrs. Oktoberfest Sue Weidemann is not new to Oktoberfest. Her father, Ken Wing, was Torchlight Parade Marshal in 2001. And she served for 15 years as the chair of the Northside Festground's Senior Breakfast and Beer-Tapping Olympics.

The owner of Hera Marketing, Weidemann has also been involved with Valley View Rotary, Rotary Lights, United Way, the YWCA, Thunder Ride for Diabetes, American Heart Association, Choices Task Force, La Crosse Promise and more.

"We live in a beautiful community, and we all get so much from it," Weidemann says. "It is our privilege to give back."

Married to Mike for 17 years, Weidemann has four children, two stepchildren and five grandchildren.

Tammy Z's Yoga & Pilates Studio

ॐ

La Crosse, WI

**Tammy Z's YOGA STUDIO  
& 200 Hour YOGA SCHOOL**

**Yoga • Pre-Natal • Power Yoga • Pilates  
Beginner Yoga • Restorative Yoga**

**Celebrating your mind, body & spirit naturally!**

432 Cass Street • La Crosse

**Your First Class  
Is Always  
FREE!**

**Tammy Zee, M.S., E-RYT, RYS**  
dztz@acegroup.cc • 608.386.1217  
www.tammyzyoga.com

**E-RYT  
200  
yoga**

**RYS  
200  
yoga**

**D.M. Harris Law, L.L.C.**  
*Experienced • Dedicated • Compassionate*

**DMH**

Dawn Marie Harris, Attorney

**Dawn M. Harris  
Attorney**

**Over 23 years of experience**  
Employment & Labor Law  
Family Law  
General Civil Litigation

**201 Main St. Suite 620  
La Crosse, Wisconsin 54601  
Phone: 608-782-4133  
Fax: 608-782-4676  
www.dmharrislaw.com**



Even Organic Valley's headquarters in La Farge reflect its commitment to farmers and food.



Kwik Trip sets itself apart from other convenience stores by offering countless fresh, healthy food choices.

# Eat, Drink and Be Healthy

Local companies with a wide reach ensure healthy food options for all.

BY LEAH CALL  
Contributed photos

**Nutrition is critical** to good health. And two well-known businesses—Organic Valley and Kwik Trip, both headquartered here in the Coulee Region—have taken great strides to offer healthy food choices for people in the region and beyond.



Anne O'Connor, Director of Public Affairs at Organic Valley

## A healthy mission

Local farms are among the 1,800 member farms in 36 states that produce food for Organic Valley. Now the No. 1 organic food producer in the nation, Organic Valley was started nearly 30 years ago by seven area farmers. “When those seven farmers said, ‘We are going to do an organic cooperative,’ people laughed at them,” notes Organic Valley Director of Public Affairs Anne O’Connor. “And here we are, a billion-dollar business, and it is working.”

Headquartered in La Farge, Organic Valley’s mission works not just to boost economic conditions for farmers, but also to offer organic dairy, meat and produce to consumers throughout the country.

“We really take that mission to heart. We work together with our farmers, with our staff, with our consumers, and we help connect the dots between good food and the land and rural communities,” says O’Connor.

In 2015, Organic Valley surpassed \$1 billion in sales. With approximately 900 employees, it sells its products at food co-ops and mainstream grocery markets throughout most of the United States plus Canada, England and Australia.

As the holiday baking season approaches, bakers around the nation will reach for Organic Valley butter for their pies, cakes and cookies. Dairy products—including butter, milk, creamers, heavy whipping cream and yogurt—make up 88 percent of Organic Valley sales.

Just 5 percent of food on the market today is organic, but it is the fastest-growing segment in the food industry.

“Organic isn’t just a label slapped on a product,” says O’Connor. “It is an entire system of checks and balances and oversight. When people buy organic, they can count on that product made without synthetic pesticides, without antibiotics, without added



hormones, without GMOs and with some real consideration for the environment.”

## Healthy choices on the go

Kwik Trip recently added organic milk and eggs to the numerous healthy choices available to consumers at its stores throughout the region. And it all started with bananas.



Erica Flint, dietitian at Kwik Trip

Kwik Trip sells 400 pounds of bananas per store, per day, reports Kwik Trip dietitian Erica Flint. Success in banana sales led to more produce options. “That kind of changed the landscape of convenience stores and what they have to offer,” notes Flint.

Today, in addition to chips, candy and soda, Kwik Trip consumers can easily grab a healthier option of yogurt, fruit and water.

Kwik Trip is a family-owned business that began in 1965 and now has 491 stores throughout

locally. “A lot of the cheeses and things we use on our pizzas are bought in Wisconsin,” notes Flint. “We certainly do our best to source from Wisconsin, Iowa and Minnesota.”

For many people, Kwik Trip stores are a nearby source for fresh produce, milk, eggs, butter, bread and other essentials. That’s especially important for those in small communities without a local grocery store. “We realize that we are the grocery store for those places,” says Flint. “We know we can be a viable business in those areas, and people like us there, so we stay committed to continuing to build in those areas in addition to the more populated places.”

The role it plays in smaller communities influenced Kwik Trip’s decision to add fresh meats at its stores. “We want to be able to provide for people who don’t have a grocery store,” adds Flint. “They can stop here and make an entire meal, a healthy meal.”

In 2014, Kwik Trip teamed up with Partnership for a Healthier America (PHA), a nonprofit organization that works with the private sector to reduce obesity in America’s youth. Since partnering with PHA, Kwik Trip has added more fruits and vegetables and expanded its whole-grain options. It also has launched many PHA initiatives, including Drink-Up, which promotes water as a healthy drink option.

“We are always trialing new foods and bringing new things to the table,” notes Flint.

Because of new labeling regulations, Kwik Trip visitors can expect to also find new labels throughout the store noting calories and other nutritional facts. “I think that’s great,” notes Flint. “It helps consumers make choices that are right for their diet.” **(crw)**

Wisconsin, Minnesota and Iowa. The convenience store leader adds 30 to 40 stores per year and employs more than 17,000 people companywide.

Kwik Trip produces much of the food it sells at its own dairy, kitchen and bakery in La Crosse, sourcing many of its ingredients

Freelance writer Leah Call appreciates the efforts of Organic Valley and Kwik Trip to provide healthy food options for her family.



**Make your appointment today!**

connieraesmith58@gmail.com

www.endlesslyandconstantly.com

FOLLOW US ON FACEBOOK

www.facebook.com/Etcetera-Endlessly-and-Constantly

**608.386.0774**

# NEW ON AIR LINEUP

5 AM - 9 AM **BOB & SHERI**

10 AM - 2 PM **GARY MICHAELS**

2 PM - 7 PM **ISAAC**

7 PM - 11PM **ON**  
WITH MARIO LOPEZ

**MAGIC 105**  
"THE BEST VARIETY!"





**Our window treatments were featured in the 2016 Parade of Homes People's Choice & Division 1 award winning home by Lautz Lassig.**

**Call for your FREE in-home consultation and make your home a winner for you!**



**hidden valley Designs**

**Your Window Treatment Specialists!**



**www.hiddenvalleydesigns.com • 608.526.9870**

## There's more to life than just financial goals.

At Hanson & Associates, we take the time to understand what's truly important to you. Starting with our *Confident Retirement®* approach, we'll develop a financial plan customized for your life— to help you live more confidently today. And tomorrow.



**Moriah A. Cody, CLTC, RICP®**  
Financial Advisor

**Hanson & Associates**

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

**608.783.2639**

500 2nd Street South, Ste 101  
La Crosse, WI 54601  
moriah.a.cody@ampf.com  
hansonprivatewealth.com



**Be Brilliant™**

The *Confident Retirement* approach is not a guarantee of future financial results. Investment advisory products and services are made available through Ameriprise Financial Services, Inc., a registered investment adviser. Ameriprise Financial Services, Inc., Member FINRA and SIPC. ©2016 Ameriprise Financial, Inc. All rights reserved.

# Hello Ladies!

Top Brands You Want  
Immaculate Store  
Complimentary Personal Styling  
New Items Everyday  
Discount Prices  
Convenient Location  
Complimentary Kids' Snacks

**What are you waiting for?  
Shop today!**

Lululemon • Cabi • Gap • Coach • Louis Vuitton  
Frye • Stella & Dot • Athleta • Chico's • Loft • Tory  
Burch • Burberry • Anthropologie • and more!



**Style Encore Onalaska • 420 Theatre Road, Onalaska • 608-779-0515**

**Hours: Mon.-Sat. 9:30 a.m.-9 p.m. • Sun. 11 a.m.-6 p.m.**

**STYLE ENCORE**



# Straight to the Plate

A new business serves up healthy, organic meals.

BY MARTHA KEEFFE

Photos by Jordana Snyder Photography

**What began as a favor** for a friend turned into a business for Kate Suskey and her husband, Jake. “We have a friend whose husband was diagnosed with an autoimmune disease that makes it very difficult for him to go out and eat,” explains Kate. “And because Jake is quite creative in the kitchen—he has 16 years of experience as a chef—they asked if we could come up with something that would fit his very restricted diet.”

What the Suskeys cooked up not only fit their friend’s strict dietary guidelines, but was surprisingly tasty. “We gave them a few sample meals, and after that they were hooked—so much, in fact, that they suggested we start a business.”

## Serving health

For Kate, whose mind continually searches for ways to build upon existing projects, ideas and skills (like Jake’s culinary expertise), the thought of opening a business seemed like a no-brainer. “I love to organize and market things, and Jake loves to cook,” says Kate, who recently took over as general manager at JavaVino café in La Crosse, where Jake mans the kitchen as chef. “Therefore, the thought of using our strengths to provide a service that directly benefits the health of our customers seemed perfect.”

Within in a few months of their successful foray into dietary cooking, the Suskeys began generating 100 percent nut- and gluten-

free recipes for their new business, Straight to the Plate Organics, based on firsthand feedback they received from volunteer “beta testers.” In addition to having specific dietary requests, the testers evaluated the food for its palatability and appeal, which the Suskeys used to create one-course, all-organic meals that included everything from low-carbohydrate options for managing diabetes to free-range protein plates featuring chicken, pork and beef (and antelope, elk and venison to satisfy those with a more exotic palate) to Paleo diet entrees that exclude grains, dairy and processed foods.

## Inspired meals

And although Kate admits that it’s been a challenge, the inspiration that comes with having to work within tight dietary parameters has resulted in a menu that is full of taste, texture and variety. “Who knew you could make ribbon noodles out of squash and zucchini?” laughs Kate as she lists menu selections such as coconut lime soup, Memphis pulled pork and chicken tacos with pico de gallo in a romaine lettuce wrap.

And not only are all Straight to the Plate meals made using locally sourced, seasonal meats and produce, they can be delivered, are packaged to remain fresh up to a week (unless otherwise advised) and require virtually no preparation other than a simple 20-minute reheat.



Kate and Jake Suskey, owners of Straight to the Plate Organics

“We want to make Straight to the Plate as convenient as possible for our clients so that they can focus on remaining healthy,” says Kate, who has learned from her clients how burdensome it can be to make lifestyle adjustments. “It’s become our mission is to serve people who have dietary concerns—always.” **(crw)**

*Martha Keefe lives and writes in La Crosse. After interviewing Suskey, she’s been inspired to try eating a little bit healthier.*



## Which circle would you rather run in?

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

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

WELLS FARGO ADVISORS



### Neuman-Fortun Investment Group



**Joshua Fortun**  
Financial Consultant

**Rose Tydrich**  
Client Associate

**Edward Neuman**  
Financial Advisor  
2 Copeland Avenue, Suite 101  
La Crosse, WI 54603  
608-788-9800

[www.wfadvisors.com/neuman-fortun](http://www.wfadvisors.com/neuman-fortun)

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

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

SCHUMACHER  
Funeral and  
Cremation Services | KISH

"Our Family Serving Your Family"

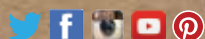
Let Us Help You Celebrate a Life

Traditional • Cremation • Preplanning

La Crosse 608.782.1252  
La Crescent 507.895.2518  
Onalaska 608.781.5623  
[schumacher-kish.com](http://schumacher-kish.com)



La Crosse  
315 5th Avenue South  
608-784-5798



open 7 days • 7 am - 10 pm  
fresh & organic produce •  
grocery • in-house bakery •  
full-service meat & seafood •  
made-from-scratch deli soups &  
sandwiches • vegetarian & gluten-  
free options • specialty cheeses •  
coffee & tea bar • cosmetics •  
body care • vitamins •  
local food & favorites



Good. Honest. Local.  
[www.pfc.coop](http://www.pfc.coop)



Helping you make  
informed choices  
at every stage of life.

**Heidi Eglash**  
Attorney

## Wills & Trusts

Wills ♦ Trusts & Estate Planning  
Business Law ♦ Elder Care ♦ Real Estate  
Probate ♦ Trust Administration



JOHNS, FLAHERTY & COLLINS, SC

Good neighbors. Great lawyers.

[www.johnsflaherty.com](http://www.johnsflaherty.com)

608.784.5678 | [heidi@johnsflaherty.com](mailto:heidi@johnsflaherty.com)



# Fewer Calculations, Better Choices

New USDA nutrition guidelines focus on eating as a lifestyle.

BY SHARI HEGLAND

Contributed photos

**While the latest nutrition guidelines** from the United States Department of Agriculture continue to utilize the “My Plate” imagery of a plate half-filled with fruits and veggies before adding in whole grains, lean meats and dairy, local dietitians say the emphasis is shifting more to thinking about eating as a whole, rather than counting out servings of individual food groups.

“The shift in the last couple years is focusing more on your overall dietary pattern,” says Romi Londre, a registered dietitian with Mayo Clinic Health System—Franciscan Healthcare in La Crosse. “We want to make it easier for people to eat healthy and treat it as a lifestyle, not as a diet.”

Jessica Lind, a registered dietitian with Gundersen Health System, agrees. “We don’t eat meals in a vacuum,” she says, so we need to consider the overall picture.

The USDA’s 2015–2020 recommendations (found online at <https://health.gov/dietaryguidelines/2015/guidelines/>) follow five basic guidelines. Here are suggestions from Londre and Lind for putting the guidelines to work in your life.

## 1. Follow a healthy eating pattern across the lifespan.

Meal planning can be helpful in ensuring that you follow an 80/20 ratio of healthy eating to treats. Londre suggests taking a few minutes to think through what meals you will prepare in the coming week before creating a shopping list. Consider the family schedule and how to work around activities, including planning to take healthy snacks along when you are at events where there may not be many options, such as sporting events.

“Think about your environment and try to set yourself up for success that way,” she says.



Dietitian Romi Londre (left) and executive chef Mike Tangen put healthy cooking on display in the Mayo Clinic Health System Mobile Teaching Kitchen.

## 2. Focus on variety, nutrient density and amount.

Londre says that trying new things, mixed in with favorites, is a good way to introduce variety into your family's eating habits.

Lind notes that this guideline also points out the need to really focus on choosing nutrient-dense foods, even if that sometimes means choosing a higher-calorie option, such as nuts or whole milk, that will leave you feeling full longer and reduce the likelihood of overeating later.

## 3. Limit calories from added sugars and saturated fats and reduce sodium intake.

Londre says we may often not realize how much added sugar is in some things because we think of them as healthy, such as granola bars. But those "sneaky sugars" add up. Coming changes to nutrition labels will make it clear which foods have added sugars, as opposed to the natural sugars in fruit.

Sodium is also "sneaky," Lind says, showing up in breads and processed foods as a cheap preservative.

## 4. Shift to healthier food and beverage choices.

"Treat every eating occasion as an opportunity to make a good choice," Londre says. One simple and effective way to do so is to change your definition of a "snack." Rather than turning to crackers, chips or sweets, use snacks as an opportunity to include more vegetables and fruits in your daily diet.

Lind points out that healthy foods can still be "fast" foods. "It's just as easy to grab an apple and a cup of yogurt on your way out the door as a bag of chips," she says.

Beverages are another place to make an effective switch—plain water is always best, the dietitians say, but if you need some flavor or bubbles, consider infusing water with fruit or herbs or using plain sparkling water.

## 5. Support healthy eating patterns for all.

"As early as you can, get your kids involved in making healthy choices at home," Londre says. You can also lead the way by encouraging healthy snacks for group activities.

Lind reminds us that eating is a social activity, and taking time to plan and eat meals together improves not only our physical health but our relationships as well.

Other changes in the newest guidelines include

**Cholesterol:** "The science shows that dietary cholesterol doesn't necessarily increase blood cholesterol, but saturated fat does," Londre says. What that means is that low-fat, high-cholesterol foods like shrimp are no longer limited.

**Protein choices:** Local dietitians say the guidelines also lean toward more plant-based protein options such as nuts, beans and soy over high-fat red meats.

Lind sums it up with this: "Just choose the most nutrient-dense whole foods you can and don't get caught up in the details."

## Try a day of positive shifts

Londre offers these recipes as a sampling of how you can include lots of fruits, vegetables, whole grains and lean proteins into a day's meals.

### BREAKFAST

## STRAWBERRY SHORTCAKE OVERNIGHT OATS

Serves 6

- 1 lb. strawberries (fresh or frozen), chopped
- 4 cups rolled oats
- 3 cups milk
- 1 cup vanilla yogurt
- ¼ cup strawberry jam
- ½ tsp. vanilla
- Honey, sliced almonds, peanut butter or coconut (optional toppings)

In a medium bowl, combine all ingredients; stir well. Cover the bowl and place in the refrigerator for at least 1 hour or overnight. Serve chilled. Add optional toppings as desired. The oats will keep for about 2-3 days in the refrigerator.

*Calories 320, fat 4.5g, saturated fat <1g, sodium 70mg, carbohydrates 61g, fiber 7g, protein 13g. Excellent source of calcium and vitamin C.*

### LUNCH

## MAKE SOUP FROM ANY VEGETABLE

Serves 4 to 6

- 1-2 lb. fresh or frozen vegetables
- Aromatics such as an onion, a couple garlic cloves or leeks
- 1-2 T olive oil
- 4-6 cups low-sodium broth
- Pepper and seasonings (try spices such as cumin, chili powder, ginger, curry powder, cinnamon or dried herbs such as basil, sage, oregano, a bay leaf, etc.)

Cut up the vegetables and aromatics. Heat olive oil in a pot or Dutch oven over medium heat. Sauté the aromatics for about 5 minutes or until fragrant and soft. Add vegetables, except for delicate greens, and continue cooking for several minutes until softened slightly. Add seasonings now so the flavors blend well in the soup.

Add 4-6 cups of broth and bring to a simmer. Turn the heat down to low and cover the pot. Let cook for about 30 minutes; then check the soup. If you want to leave the vegetables intact, take the soup off the heat when vegetables are tender but still firm. If you want the vegetables very soft for pureeing, keep cooking until they are falling apart. Add delicate greens, such as spinach, a couple minutes before taking soup off the heat.

Once the vegetables are very soft, you can puree the soup in a blender or with a stick blender. Re-warm gently after blending. When pureeing the soup, you can add flavor and creaminess by adding beans, tofu, coconut milk or plain yogurt.

Once the soup has finished cooking, you can jazz it up more, especially if you're not pureeing it. Add leftover cooked pasta or rice, cooked ground turkey, diced chicken breast, a can of rinsed beans, chickpeas or tomatoes, and simmer until warmed through.



## DINNER

### SIMPLE VEGGIE ALFREDO

Serves 10

- 1 12-oz. box of thin spaghetti or fettuccini, whole wheat or 50% whole wheat
- 2 12-oz. cans of 2 percent evaporated milk
- 1 tsp. pepper
- 1 tsp. garlic powder (or 1 T minced garlic)
- ½ cup Parmesan cheese, grated
- ½ cup Asiago cheese, shredded
- 5 bell peppers (red, orange, yellow, green, etc.)
- 1 medium onion
- ½ cup plus 2 T toasted walnuts

Prepare pasta as directed on package. Meanwhile, cut peppers and onions into julienne strips. Sauté in vegetable oil on medium heat until tender (6-8 minutes). Add evaporated milk, cheese and spices to pan and simmer. When pasta is done, drain and add to skillet with other ingredients and mix. Simmer until sauce thickens. Serve with 1 T of toasted walnuts per serving.

Substitution ideas: Substitute 2 bags of frozen vegetables or 5-6 cups other seasonal vegetables for fresh peppers. If substituting fresh vegetables, prepare as above. If using frozen vegetables, place frozen vegetables into a microwave-safe bowl, add 2 T water, cover and microwave for 5-6 minutes. Add to pan with evaporated milk and

prepare rest of recipe as directed.

*Calories 295, fat 10g, saturated fat 2g, sodium 205mg, carbohydrate 39g, fiber 5g, protein 14g. This recipe is an excellent source of vitamin C, vitamin A and calcium.*

## SNACK

### GREEN SLIME SMOOTHIE

Serves 2

- 1 cup skim milk
- 2 cups of your favorite frozen fruit
- 1 cup/handful of fresh spinach

Place all ingredients in blender. Blend until smooth and serve. This smoothie turns an awesome green color, but you can't even taste the spinach.

Try fruits such as frozen strawberries with ripe bananas, frozen berries, frozen strawberries with fresh kiwi, frozen mangos with canned or fresh pineapple, frozen strawberries and mangos or frozen peaches with a little cinnamon and ginger.

*Calories 120, fat 0g, sodium 63mg, carbohydrates 20g, fiber 4g, protein 4g. (crw)*

*Holmen freelance writer Shari Hegland credits a summer CSA farm share and infused water with helping her get a variety of fruits and vegetables into her meal plans.*



**Elmaro Vineyard, your Napa Valley...close to home.**  
**Stop in for a tasting!**

608-534-6456 | Tue.-Thu. 12-6 p.m.  
N14756 Delaney Rd | Fri.-Sat. 10 a.m.-7 p.m.  
Trempealeau, WI | Sun. 12-5 p.m.

### The Art and Science of Food and Wine Pairing

Wine and food pairing can be considered an art, but much of it is based on science. For example, a heavy wine like Cabernet Sauvignon would be delicious with a grilled filet mignon, where a lighter-bodied wine, such as Pinot Grigio, would be overwhelmed by the heavy flavor of the beef. A light fare of chicken noodle soup might pair well with a lightly oaked Chardonnay.

Sweetness levels of foods can hint at what wine might pair. With dessert, try matching the sweetness level of the wine. Or try contrasting the wine to the dessert: think Champagne with strawberries.

With appetizers, which can be varied in type and flavor, try a dry rosé. Rosé is a versatile wine that is a combination of red and white, or made from red grapes without much influence of the skin and seeds. Rosé wines are nice as a "go-to" as they have characteristics of both types of wines.

Trying wines with dishes is the best way to know if the food can make the wine "sing." Practice your pairings before that special dinner, if possible. After you've tried a few pairings, you will naturally feel comfortable adventuring on your own!

**Lynita Docken-Delaney**  
Winemaker, Elmaro Vineyard



**Beyer**  
Cabinets LTD.

**Reflect Your Own Personal Style,**  
and You'll Never Want to Leave Your Kitchen!



440 Commerce Drive  
West Salem, WI 54669  
1.877.786.2220  
beyercabinets.com

**608.786.2220**

*Flooring  
Interiors*

**We've Got You Covered!**



**Custom Tiling**  
**More Than Just Floors:**  
Showers • Fireplaces  
Backsplashes

**608-779-9440**  
83 Copeland Ave., La Crosse

  
**Practically Posh**  
Life well decorated

In collaboration with...

*Let's Imagine Design*  
explore the possibilities

**Brenda Schaefer • Interior Designer**



Practically Posh offers unique, designer-selected home decor, and repurposed furniture that is professionally styled by Let's Imagine Design. Stop in today to see our always changing selection!



Across the Street  
from McDonald's  
Look for the Caboose!

Practically Posh: 2815 Losey Blvd. South • La Crosse, WI 54601 • (608) 782.8200  
Let's Imagine Design: (608) 397.0392 • [brenda@letsimagedesign.com](mailto:brenda@letsimagedesign.com)  
[www.letsimagedesign.com](http://www.letsimagedesign.com)



Like **Practically Posh** and **Let's Imagine Design** on Facebook for Updates, Giveaways, & More!





*A serene living room is a new focal point of the recently remodeled home of David and Dianne Dalglish.*

**Sometimes a house waits** for the right people to love it, to see past the four layers of wallpaper, faulty wiring and uneven floors. David and Dianne Dalglish were just those people, moving from a twindominium to this family home on Marcou Road in Onalaska.

"We kept passing this house and wanted to see it. Our Realtor discouraged us because she said the house needed so much work," Dianne says.

The décor is a mix of antiques and new purchases, international treasures (the couple has spent a good deal of time in Curaçao and the Bahamas) and local rummage sale finds, original woodwork and state-of-the-art appliances. However, the Dalglishes were adamant about keeping the integrity of the house. "Contractors would say, 'We can get new and cheaper,' and we would say that's not the point; it's part of the house," says David. He had a plan for each room in the house, even the laundry room.

The house is soft-spoken and elegant, much like Dianne. Petite and blond, she explains that she had no intention of purchasing a house this large until this one came along.

While the Dalglishes felt the call of the house, they state they wouldn't have entertained the thought without Brenda Schaefer, owner of Let's Imagine Design and

## AN EYE FOR DETAIL

**The Dalglish home is transformed under the eye of a local designer.**

BY HEIDI GRIMINGER BLANKE

Photos by Gallery M/Janet Mootz Photography

a designer and buyer for Practically Posh, by their sides from the very start.

Schaefer was the key player while the Dalglishes were out of town. "When questions arose, I was Dianne's eyes; I was selecting for her and David. I fell in love with this house, too. It meant a lot to me to do the right things and pay attention to the details," Schaefer says.

Dianne was delighted with the arrangement. "I totally trust her. Brenda's decision is my decision because we think alike. I don't think we've disagreed on one thing."

### Walk right in

The house is beautiful, but not pretentious. Upon entering, one is greeted by cubbies for jackets and bags. Stairs to the immediate right and a hallway straight ahead entice visitors to step past the front door of the 1947 home. Gray walls play a leading role, though different in every room, making each one peaceful and elegant. "I wanted to keep a constant feel throughout the house," explains Schaefer.

On the first floor, each room leads into the next, so that it's a circular path from the entry to the master bedroom to the atrium to the kitchen and back to the entry. The living room branches off to one side, and the indoor pool, original to the house, branches off to the other.

The master bedroom, originally the home's family room, is the couple's getaway, with colors and artwork reminiscent of their beloved Caribbean islands. "In this room and the en suite bathroom, you get the feeling of water. It's restful and calming," Schaefer says.

Schaefer and Dianne talk with pride of the master bathroom. Wainscoting goes halfway up the wall, and a ledge provides room for shells. The closet, whose French door belonged to the original family room, contains a long floor-to-ceiling unit once housed in the laundry room. Its many drawers and cabinets attest to an earlier time when linen storage was necessary. In addition to repurposing the laundry room's furnishing, the master bedroom also took some square footage from that room.



Top: The master bedroom was configured from the home's original family room. Right: The kitchen mixes modern details with historical elements, such as a rustic pantry door. Bottom: Fresh colors make a granddaughters' room a delight.

In the master bedroom, Dianne opens a pair of doors that one might think closes off a closet, but they instead lead to the nautically themed atrium. From there, one accesses the pool, the kitchen and the future deck, complete with water feature and outdoor kitchen.

The kitchen itself mixes "some modern details in with some history," says Schaefer. "It was important to choose details that paid homage to the house."

Dianne interrupts with an excited "I love, love my kitchen. I'm just thrilled with it."

Details abound. The copper range hood was an eBay find, and the pantry door came from Sparta's Used Anew. "It cost \$50 and 200 hours of work. We've been sanding this for days," jokes David. Instead of an island, the kitchen makes use of a peninsula; a microwave oven under the bar is perfect for grandkids.

## A cozy upstairs

Schaefer's favorite room is the one used by the Dalglishes' granddaughters. Nearly everything in the room is repurposed, from the side tables original to the house to the once-tired thrift store chest now dressed up with coral and white paint. A second bedroom currently used by a grandson will one day be David's office.

A bright bathroom and the original master bedroom make up the rest of the second story. Oddly, explains Dianne, the en suite bathroom had no door. David changed that using the second family room French door. The gray on the walls was masterfully chosen to highlight the periwinkle bedspread. With its window alcoves and slanted ceiling, the room is the perfect guest hideaway.

## A whole house project

While most of the layout and woodwork stayed intact, the exterior, including an attached garage, received a major makeover. New siding, windows, porch and landscaping make the outside of the house as eye-catching as the inside.

The location, although blocks from large box stores, is peaceful, surrounded by trees and backing onto a wooded area. "We are in the middle of town, but it feels like we are in the country," says David.

Dianne agrees. "When you're in the back, you don't hear any noise. It's amazing out there."

While most of the decorating is complete, there's still more to be done, but no one seems to mind. Pursuing objects for the house is a shared passion. Schaefer says she and Dianne "like to go shopping together, thrift sale together, rummage sale together, do all kinds of fun things."

Every room contains multiple items that have been repurposed. Dianne calls Schaefer "the repurposing queen," a title of honor.

It's easy to see how much David and Dianne adore their new home. With David's know-how, Dianne's vision and Schaefer's talent, this house reflects love from every corner. (crw)

*Heidi Griminger Blanke, Ph.D., is a La Crosse-area writer and a member of Women Writers Ink. She hopes Brenda and Dianne will invite her along on their next thrift store jaunt.*





[www.ultimateinsulationllc.net](http://www.ultimateinsulationllc.net)  
Locally Owned & Operated for Over 15 Years



Install Nu-Wool Premium Cellulose Insulation in the attic and sidewalls of your new home for performance and energy savings\* throughout the life of your home!



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

Premium Insulation. Premium Protection. Great Value.

# The Company Store

  
OUTLET


UP TO  
60% OFF  
EVERY DAY

We're All About Comfort

301 Sky Harbour Dr. • La Crosse • 608.783.6646  
Mon.-Fri. 10 a.m.-7 p.m. • Sat. 10 a.m.-6 p.m. • Sun. 12 p.m.-5 p.m.

## Fall into a great deal on Amish Furniture



**SMITH BROTHERS**  
of BERNE

Sofas • Sectionals • Recliners

Chairs • Tilt-Back Chairs • Ottomans

Over 1,000 Fabric & Leather Choices



Dining Tables • Side Tables • Chairs

High-Top Tables • Bar & Counter Stools

Buffets • Sideboards • Benches • Bedroom Sets



Interior  
Designer  
on staff



### The Board Store Furniture Showrooms

Monday-Friday: 8 a.m.-6 p.m. | Saturday: 8 a.m.-4 p.m. | Sunday: Closed  
524 Copeland Ave | La Crosse, WI | 608.782.8877 | [www.theboardstore.biz](http://www.theboardstore.biz)





**Congratulations to the La Crosse Area Builders Association 2016 Parade of Homes Award Winners!**

All of the Parade Homes were divided into four different divisions based on price and size and were judged the first weekend of the Parade. The people's choice was voted by attendees who filled out their ticket and turned it in at the end of the tour. Thank you for your votes!



**People's Choice**

**PEOPLE'S CHOICE and Division 1**

Highland Dr., La Crosse  
Lautz Lassig Custom Builders  
Kraig Lassig 608-792-0656  
john@lautzcustombuilders.com

**Division 2**  
Eagle Rd., Holme  
Lifetime Design Homes  
Ed Haupt 608-386-0638  
ehaupt@charter.net



**Division 3**  
Fair Meadow Way, Onalaska  
MasterCraft Homes  
Jason Etrheim 608-781-7200  
jason@mchlax.com



**Division 4**  
Bringe Ct., Holmen  
Fletcher Construction  
Ben Fletcher 608-781-5274  
fletcherconstruction@gmail.com





**PAINTED PORCH**  
*Décor Extraordinaire*



Come see what everyone's raving about!  
Open every Thurs., Fri., Sat. 10-5:30  
200 Main St. La Crosse • 608-782-6222 • 

The Genuine. The Original.



**OVERHEAD DOOR**  
**7 Rivers**  
region

**(All Steel) 199V5 Overhead Door**  
**It looks like wood, without the maintenance!**

Overhead Door 7 Rivers Region, Inc.  
W6797 Abbey Rd. • Onalaska  
608-783-6080 • [www.overheaddoor7rivers.com](http://www.overheaddoor7rivers.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](http://www.take-ii.com)**

**North Country Contractors**  
**of West Salem, INC**  
Over 30 years of building experience



Be sure to see  
our Model Homes!

**Home Building Specialists!**  
**North Country Contractors has taken care of business**  
**the old fashioned way with fair prices, hard work,**  
**honest answers and quality service!**

 **[www.northcountrycontractors.com](http://www.northcountrycontractors.com)**  
West Salem/Barre Mills WI • Office: 608.786.2628  
Mike's Cell: 608.769.4663 • Toll Free: 1.888.250.8209  
Member of LABA, WBA, NHBA

 **focus on energy**  
Partnering with Wisconsin utilities

# THE HEALING POWER OF PETS

**The Coulee Region Humane Society offers furry options to improve your well-being.**

BY KIM SEIDEL

Photo by Jen Towner Photography

**Caught off-guard** by the high-pitched squeaks and deep purrs coming from the adorable guinea pigs, we laughed with surprise. Behind our meeting table at the Coulee Region Humane Society (CRHS), about nine fluffy guinea pigs captured our attention with wheeks of excitement and purrs of contentment. We enjoyed their loud chutting, a series of short, staccato sounds. It echoed like sweet singing as they playfully scampered about on quilted blankets.

During those minutes, we felt happy experiencing these cute creatures. Happiness creates health. Laughter heals. Living in the moment slows us down and relaxes our minds and bodies. Loving and caring for an animal takes us outside of ourselves and helps us feel needed. Being loved unconditionally by a pet can give comfort and hope even after a difficult day.

## Heartwarming help

CRHS offers a wide variety of volunteer options for most everyone, says Samantha Luhmann, community outreach coordinator. Whether it's visiting the cats, dogs, small animals and other critters on hand (like birds and sometimes fish and reptiles), playing with felines, walking the canines or providing foster care for kittens, you can choose your way to wellness.

My 18-year-old daughter Rachel volunteered in the CRHS cat areas for her enjoyment. "They made me happy. I loved to hug them." As her mom, I knew her "cat therapy" times helped to ease pressures of school, sports and peers. We've also adopted two dogs from CRHS, and each in their own unique way brought our family closer together.

On a larger scale, CRHS' Ambassadors of Love Pet Therapy Program serves as a strong testament to how pets can heal. Their visits touch the lives of nearly 60,000 area residents annually at nursing homes, hospitals, schools, libraries, community events and numerous other places.

"Pets positively impact us in many different ways," Luhmann says. "They can lift people out of depression, feelings of isolation and so much more."



*You can't underestimate the power of a pet.*

## Pets heal at home

As the owner of Yoda, a six-year-old chocolate Labrador she adopted from CRHS, Luhmann shares how she stays healthy, both physically and mentally, because of her dog.

"Yoda and I go on daily walks around the neighborhood. We also hike a lot," Luhmann says. "He is my constant encouragement and motivation, and he is always making me laugh. His silly and fun personality reminds me not to take life so seriously."

My family also has learned this healthful concept of the importance of keeping active—for ourselves and our pet. Four-year-old Ava, our second beloved adopted dog, acts either over-excitable or extra-lazy without her walks. If you're a pet owner, you understand. She's comic relief. She's a talking point when the words aren't there with your teenager or spouse. She gives hugs and kisses and always listens without interrupting.

Our Chihuahua-terrier provides us with great material for funny stories to share with one another. This brings me to an important point: So much of our happiness in life gets measured in the quality of our relationships. That means people and pets. When you meet friends on walks or at social events and talk about pets, it can help to bridge communication gaps. And what can be healthier than that? 

*Kim Seidel and her two daughters enjoy visiting the CRHS, where they always nearly adopt another pet to take home.*





**Surround  
yourself  
in design**

M-F 8am-4pm  
1802 State Street,  
La Crosse

[jcompanystudio.com](http://jcompanystudio.com)  
608.784.9530

**J**  
COMPANY  
INTERIOR DESIGN STUDIO



**The SIGN YOU WANT.  
THE REALTORS  
YOU NEED!**

If you're THINKING of SELLING, let our  
team guide you through the home selling process  
**FROM START TO FINISH!**

**Our Listings SELL!**

See Our Listings and All Others at  
[sueandron.firstweber.com](http://sueandron.firstweber.com)

**Sue Pinski - Ron Hammersley Team**

|                                                                                                                  |                                                                                                                         |                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
|                               |                                      |                                       |
| <b>Katie<br/>Walters</b><br>608-386-5464<br><a href="mailto:waltersk@firstweber.com">waltersk@firstweber.com</a> | <b>Ron<br/>Hammersley</b><br>608-386-0210<br><a href="mailto:hammersleyr@firstweber.com">hammersleyr@firstweber.com</a> | <b>Sue Pinski</b><br>ABR, GRI, CRS<br>608-792-1111<br><a href="mailto:pinskis@firstweber.com">pinskis@firstweber.com</a> |

 **FIRSTWEBER**  
— REALTORS —

[sueandron.firstweber.com](http://sueandron.firstweber.com) | [facebook.com/suepinskiatteam](https://facebook.com/suepinskiatteam)  
205 Green St., Onalaska  
(Corner of Hwy 35), Licensed WIMN

Download the First Weber App  

**Kristin Ottesen Upholstery**  
New Style Re-purposing

Holmen, WI

**608.526.4227**  
Residential • Automotive • Commercial



[www.knottesen.com](http://www.knottesen.com)

**Online Portfolio!**

*Works with leather,  
vinyl or fabric...*

*Thousands of Samples  
to choose from!*

*...Ask about repair  
options*

[knottesen24@gmail.com](mailto:knottesen24@gmail.com)



*Fall in love  
with fashion*  
*So many new,  
unforgettable favorites...*

**Mainstream  
Boutique**

1125 Main St, Suite 180  
Onalaska  
608-519-5522

**\$20 OFF**  
of \$100

Follow us  

onalaska.mainstreamboutique.com 



**Chelson B. Salon Center**  
**We've Got Your Look**  
Full Service Salon Including Wigs!  
Call today to make your reservation!

  
2606 Ward Ave  
La Crosse  
(608) 788-2875 



**LuLaRoe Jen Towner**  
lularoejentowner@gmail.com

  
simply comfortable  
608.526.6399



**HOST A POP-UP BOUTIQUE AND EARN FREE CLOTHES!**

*Sell Your Furnishings...*  
*Voted #1*  
*Trusted & Knowledgeable*  
*Modern to Antique*  
*Our Spectacular Christmas Room is Now Open*





*Shop on Facebook, Over 3900 Consignors & Local Artists. M-F 10-7. Sat 10-5. 1215 Oak Forest Dr, Ona, WI. 608 779 3549*



# FITNESS WEAR

Look good. Perform better.

BY PAIGE FORDE

Photos by Jen Towner Photography

**Have you been eager** to add an new workout to spice up your fitness routine? Finding the right outfit may be just the push you need to motivate yourself into trying something new to challenge your body.



## Flexibility Wear

A wide variety of movement is critical for exercises that challenge core strength, balance and flexibility, such as yoga and Pilates. Keep your mind worry-free of pesky clothing adjustments by wearing a form-fitting top and leggings. Pair with a low-impact sports bra to provide maximum comfort.

### Macy's, Valley View Mall

Ideology graphic fitted tee, \$29.50; Calvin Klein Performance capri leggings, just \$49; Ideology sports bra, \$24.98.

*Modeled by Tammy Zee, owner of Tammy Z's Yoga Studio.*



## Outdoor Wear

Whether you are running, walking or hiking outdoors, breathable clothing is key. A long-sleeved top, jacket and leggings help protect against the cooler outdoor temperatures. However, as your workout intensifies, synthetic fabric wicks away sweat and keeps you cool; it's the perfect balance! Slip on some running shoes, a supportive sports bra and stylish sweatband, and you are ready to go.

### Grand Bluff Running, downtown La Crosse

Nike Impossibly Light running jacket, \$110; Nike Dri-Fit long-sleeve top, \$80; Saucony Scoot capri leggings, \$55; Brooks Fiona supportive sports bra, \$46; Brooks Ghost 8 running shoes, \$120; Sweatybands 1-in. multicolored headband, \$15.

*Modeled by Grace Walker, Grand Bluff Running.*

## Gym Wear

Hit the gym with a pop of color and unexpected patterns to jazz up your dance class, spin class or weight-training session. Keep it cool with a mesh tank and cutout leggings, as well as a pair of flexible training shoes. Throw on a classic hoodie to take this fashionable look straight from the gym to lunch with friends.

### Macy's, Valley View Mall

Ideology black mesh tank, \$29.50; Style&Co black hoodie, \$24.98; Ideology printed capri leggings, \$49.50; Material Girl molded cup sport bra, \$34.50; Under Armor training sneakers, \$69.99.

*Modeled by Lexus Schroeder.*





# Find it Downtown!

## HISTORIC DOWNTOWN DAY!

**Saturday, October 8th- All Day**

*Enjoy this fun festival that marks the rebirth and celebrates the rich history of Downtown.*

## TRICK OR TREATING!

**Saturday, October 29th- 11 am- 3 pm**

*Enjoy tricks, treats and Halloween fun!*

## HOLIDAY OPEN HOUSE!

**Friday, November 11th- 4 pm- 8 pm**

*Kick off your holiday shopping for joyous gifts, and holiday cheer. Make a night of it!*

## SMALL BUSINESS SATURDAY

**Saturday, November 26th - All Day!**

*Support your local stores, not only on Small Business Saturday, but year-round!*

608.784.0440

**LACROSSE DOWNTOWN.COM**



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

**Satori Arts  
Gallery**

www.satori-arts-gallery.com  
201 Pearl St.- La Crosse • 608.785.2779

**fayze's** You'll ♥ our buns!

downtown cocktails

Breakfast Lunch Dinner

www.fayzes.com • 608.784.9548 • 135 South 4th St • La Crosse, WI

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.

Since 1888

**LEITHOLD MUSIC**

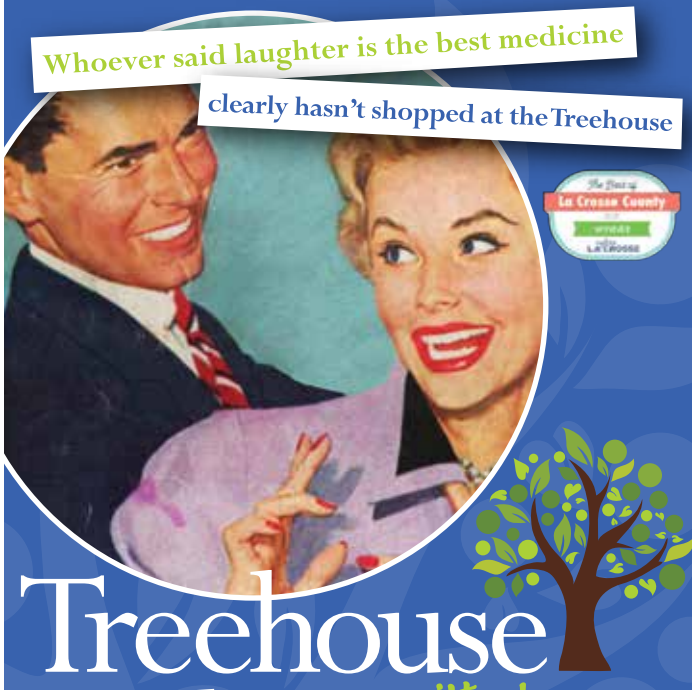
116 S. Fourth Street ■ Downtown La Crosse  
(608) 784-7555 ■ (800) 288-9743 ■ www.LeitholdMusic.com

Music provides a lifetime of pleasure,  
satisfaction and fun. The music you love  
is inside Leithold Music in  
Historic Downtown La Crosse.

**YAMAHA PIANOS**



Whoever said laughter is the best medicine  
clearly hasn't shopped at the Treehouse



The Best of  
La Crosse County  
Gift & Home  
La Crosse

# Treehouse

Reimagined! gift & home

Home Decor • Gift Shop • Accessories Store  
9546 E. 16 Frontage Road • Onalaska, Wisconsin 54650

[www.TreehouseGiftAndHome.com](http://www.TreehouseGiftAndHome.com)  
608.783.4438



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



## Honda MOTORWëRKS

Downtown La Crosse, WI at 4th and Cameron Streets  
[www.hondamotorwerks.com](http://www.hondamotorwerks.com) | Phone: 877-4-A-HYBRID

50 YEARS of Fuel Efficient Choices Check us out!   

## The Most Exclusive Luxury Experience™

You really can have it all aboard  
Regent Seven Seas Cruises®

Ask about new lower fares  
and shipboard credit on  
select sailings



*Regent*  
SEVEN SEAS CRUISES®

\*Terms & Conditions apply

**IT'S ALL INCLUDED**  
2-FOR-1  
ALL-INCLUSIVE FARES  
EARLY BOOKING BONUS  
ROUNDTrip AIR\*  
ROUNDTrip BUSINESS CLASS  
AIR\* ON EUROPEAN VOYAGES  
UNLIMITED SHORE EXCURSIONS  
LUXURY HOTEL PACKAGE\* IN  
CONCIERGE SUITES AND HIGHER  
SPECIALTY RESTAURANTS  
UNLIMITED BEVERAGES  
INCLUDING FINE WINES AND  
PREMIUM SPIRITS  
OPEN BARS AND LOUNGES  
PLUS IN-SUITE MINI-BAR  
REPLENISHED DAILY  
PRE-PAID GRATUITIES  
WIFI THROUGHOUT THE SHIP\*  
TRANSFERS BETWEEN  
AIRPORT AND SHIP

**TRAVEL LEADERS®**  
travel better

Owned and Operated by Goli's Avenues of Travel

2404 State Road • La Crosse WI  
608 784 9820  
Email: [Lse@TravelLeadersGo.com](mailto:Lse@TravelLeadersGo.com)  
[www.TravelLeadersGo.com](http://www.TravelLeadersGo.com)



# IRELAND: STORIES WORTH TELLING

A visit to the Emerald Isle creates the narrative of a lifetime

BY SUSAN C. SCHUYLER

Photos by Susan C. Schuyler

LIFESTYLE

**Everyone loves a good story,** and everyone in Ireland has one to tell.

What brought me to Ireland is my own story: I promised my two sons I would take them anywhere in the world when they graduated from college. My oldest, P.J. Leehey, chose Ireland.

Our 10-day guided tour from Galway to Dublin featured the Republic of Ireland's greatest hits, many of which appeared among 2015's top 20 fee-charging attractions, listed on the website of the National Tourism Development Authority, known as Fáilte Ireland.

After all, a trip to Ireland isn't complete without a Blarney Stone smooch at Blarney Castle, a glance at the ancient Book of Kells at

## A road best traveled

However, the most stunning attractions in Ireland are free. An excellent example is the breathtaking view along the narrow, twisted road beside Ceann Sléibhe, Ireland's westernmost point on the Dingle peninsula. It is just one of 157 well-marked "discovery points" along the Wild Atlantic Way, Ireland's longest touring route that weaves along 1,600 miles of the island's rugged west coast, from West Cork to Donegal.

According to its website, Fáilte Ireland invested €10 million to launch the route in 2014. During the official launch event, tourism minister Michael Ring said the investment is already a hit in "key overseas markets." Clearly, Fáilte Ireland is doing something right. Tourism is fast becoming success story for Ireland, finally in recovery after the 2008 global recession. In 2015, the number of overseas visitors to Ireland soared 13 percent above the previous year to 8 million, 1 million of whom were U.S. tourists, according to Fáilte Ireland statistics.

## Greener pastures

Ireland tells its most treasured tales, without words, in its unforgettable landscape. Johnny Cash's song about the Emerald Isle, "Forty Shades of Green," often became

my soundtrack as the picture-perfect Irish countryside—a verdant, pastoral patchwork, fringed with ancient, stacked-stone fences

and dotted with grazing sheep—rolled endlessly past the coach bus window.

Some of Ireland's stories are tucked away in its terrain. In County Clare, the narrow crevices between the vast expanses of exposed limestone in the Burren are home to wildflower species from faraway Mediterranean and arctic-alpine climates. Our expert guide explained the human and natural forces that created the conditions to allow these nonnative species to thrive side by side.

The Burren's stark landscape is visually interrupted by a dramatic stack of stone slabs, the Neolithic tomb at Poulunabrone. The tomb is one of the few Irish portal tombs that archaeologists investigated. The excavation "revealed a wealth of information about the lives and burial customs of Ireland's very first farming communities," according to a 2013 article on [irisharchaeology.ie](http://irisharchaeology.ie).

Many, like me, come to Ireland just for its stunning setting. Ireland's "beautiful scenery" ranked second in importance among attributes overseas visitors valued most during their visit, with "friendly, hospitable people" ranking first, according to a Fáilte Ireland survey.

## An Irish blessing

I found examples of Irish people's kindness were as plentiful as the island's natural beauty. Even though we arrived at a Galway knitting shop just seconds before closing time, the owner kept her doors open for an extra hour to offer advice on yarn selections and online resources for traditional Aran Island sweater patterns. The evening before, an Irishman at



*This waterfall is one of two found in Blarney Castle's Bog Garden, one of the beautiful areas in the 60 acres of castle's sprawling parkland and gardens.*

Dublin's Trinity College, a peek over the rocky edge of the Cliffs of Moher and a stroll through the manicured gardens at Kylemore Abbey.





Clockwise from top left: The stunning Cliffs of Moher stretch for 5 miles along County Clare's coast; in addition to being a top tourist attraction, they have been used as a location for many famous films, including *Harry Potter & the Half Blood Prince*, *Princess Bride*, *The Mackintosh Man* and *Ryan's Daughter*. Sheep shearers compete during the summer festival in the village of Sneem, located on the famous Ring of Kerry. Blarney Castle, a medieval fortress in County Cork, is best known as home to the the Blarney Stone. According to Irish folklore, anyone who kisses the stone receives "the gift of gab."

a crowded Galway pub offered me a seat and explained the nuances of pub etiquette, all with a kind smile and a pint in hand.

However, our tour guides were the country's most remarkable ambassadors, adding the rich texture of storytelling to the fabric of Irish history. Ireland's past is a tapestry woven of folk tale, myth and saga, telling "a broad and compelling range of narratives, reiterated in every generation," according to R. F. Foster in his book *The Irish Story*.

Each day, our coach driver, Gerry, breathed life into the Irish landscape with anecdotes of haunted castles, unrequited love and epic battles. We even paused along the way to enjoy the magical tradition of making a wish at *sidhe*, or fairy rings, which were once ancient circular settlements.

## And in the end

After each of his many stories, Gerry repeated a refrain: "There's no such thing as a

happy ending to an Irish story." Indeed, Ireland's centuries-long struggle against political and social colonization, especially by Great Britain, doesn't offer many happy endings.

This year marks the centennial of the 1916 Easter Rising, when a small group of Irish rebels attempted to throw off British rule. Although the five-day uprising left more than 400 dead and Dublin in ruins, "it helped inspire a broader movement that led to independence in 1922," according to a retrospective in the *New York Times*. Dublin's National Museum of Ireland at Collins Barracks marked the event with its largest exhibit ever, "Proclaiming the Republic," open through 2017. The personal items in the exhibit give the important event a remarkably human perspective, and it is worth the visit.

## Happier times ahead

On the day we landed in Ireland, the people of Galway learned their city had earned the European Capital of Culture 2020

designation. According to the Galway 2020 website, "chosen cities and their regions are expected to present an innovative year-long cultural program that highlights the richness and diversity of cultures in Europe."

To commemorate the honor, light blue "Galway 2020" flags flapped in the breeze on light posts along the city's "prom," a busy 2-kilometer seaside promenade lined with crowded beaches and parks, all with spectacular views of Galway Bay. Optimistic comments about the news were the first topic of conversation at restaurants, shops and pubs we visited.

There's a lot to be optimistic about in Ireland today. Thanks to the seismic political and social changes in recent decades, Ireland is writing a new chapter in its storied history, and visitors should enjoy the opportunity to hang on every word. **(crw)**

*Susan C. Schuyler thanks her son P.J. for creating and sharing this fabulous adventure, which she'll treasure forever.*



*AHHH...SNOW DAYS.*



**SCHOOL CLOSINGS • MOBILE TEXT ALERTS • CURRENT ROAD CONDITIONS**



**DOWNLOAD THE WXOW WEATHER APP!**



## ADVERTISER INDEX

|                                                     |       |
|-----------------------------------------------------|-------|
| Altra Federal Credit Union.....                     | 56    |
| Ameriprise Financial/Hanson & Associates .....      | 32    |
| Beyer Cabinets LTD .....                            | 38    |
| Board Store.....                                    | 41    |
| Brilliant Bodywork.....                             | 20    |
| Chelson B Salon .....                               | 46    |
| Contour Clinic-Dave Christianson .....              | 9     |
| D. M. Harris Law, L.L.C. ....                       | 29    |
| Downtown Mainstreet Inc. ....                       | 49    |
| Edward Jones.....                                   | 20    |
| Elmaro Vineyard .....                               | 37    |
| Endlessly & Constantly .....                        | 31    |
| EWB Small Business Accounting .....                 | 20    |
| Fayze's .....                                       | 49    |
| Feist Seigert Dental .....                          | 2     |
| Flooring Interiors, Inc. ....                       | 38    |
| Gallery M/ Janet Mootz Photo .....                  | 24    |
| Gholson Periodontics Group .....                    | 14    |
| Gundersen Health System .....                       | 5, 55 |
| Heart Journey Counseling.....                       | 24    |
| Hidden Valley Designs INC .....                     | 32    |
| Honda Motorwerks.....                               | 50    |
| J Company.....                                      | 45    |
| Jen Towner Photography .....                        | 46    |
| Johns, Flaherty & Collins, SC .....                 | 34    |
| Kristin Ottesen Upholstery .....                    | 45    |
| La Crosse Area Builders Association .....           | 42    |
| La Crosse Community Theatre .....                   | 26    |
| La Crosse Radio Group.....                          | 31    |
| Leithold Music.....                                 | 49    |
| Mainstream Boutique .....                           | 46    |
| Mayo Clinic Health System .....                     | 3     |
| Naturally Unbridled Wellness LLC.....               | 14    |
| North Country Contractors .....                     | 43    |
| Nu You Weight Loss Clinic.....                      | 17    |
| Overhead Door of the 7 Rivers Region .....          | 43    |
| Painted Porch.....                                  | 43    |
| People's Food Co-op .....                           | 34    |
| Practically Posh .....                              | 38    |
| Rising Sun Animal Wellness Center .....             | 24    |
| River Trail Cycles .....                            | 26    |
| Rohde Custom Painting Inc.....                      | 24    |
| Root Down Yoga.....                                 | 22    |
| Satori Arts Gallery.....                            | 49    |
| Savvy Home Consignments .....                       | 46    |
| Schumacher-Kish Funeral and Cremation Services..... | 34    |
| Style Encore.....                                   | 32    |
| Sue Pinski-Ron Hammersley Team Realtors .....       | 45    |
| Take II, Staging & Redesign.....                    | 43    |
| Tammy Z's Yoga & Pilates Studio.....                | 29    |
| The Company Store Outlet .....                      | 41    |
| The Court Above Main/Wedding Tree .....             | 13    |
| The Pilates Studio LLC .....                        | 19    |
| The Therapy Place of La Crosse.....                 | 17    |
| Tiny Tim Benefit.....                               | 24    |
| Touch of Class .....                                | 26    |
| Travel Leaders.....                                 | 50    |
| Treehouse Gifts.....                                | 50    |
| Trust Point .....                                   | 13    |
| Ultimate Insulation .....                           | 41    |
| Ultimate Salon & Spa .....                          | 10    |
| Vernon Memorial Healthcare .....                    | 19    |
| Wells Fargo/Neuman-Fortun Investment Group .....    | 34    |
| Winona Health.....                                  | 17    |
| WKBT Newschannel8 .....                             | 7     |
| WXOW News 19 .....                                  | 53    |

### ACCOMPLISHMENTS

|                                    |    |
|------------------------------------|----|
| Gallery M/ Janet Mootz Photo ..... | 29 |
| Mrs. Oktoberfest.....              | 29 |
| Urban Shoetique .....              | 29 |

## COMMUNITY CALENDAR

### ONGOING EVENTS

**American Association of University Women (AAUW)** 2nd Sat. of each month (Sept.-May), 9:30 a.m., [aauwlacrosse@hotmail.com](mailto:aauwlacrosse@hotmail.com), [aauw-wi.org](http://aauw-wi.org).

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

**Children's Museum of La Crosse** weekly programming: **Save-On-Sundays** \$1 off admission every Sun., noon to 5 p.m.

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

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

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

**Coulee Region Professional Women (CRPW)** 4th Tues. of each month, Pogreba Restaurant, 5:30 p.m. Linda O'Connell, [linda@take5productions.net](mailto:linda@take5productions.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. [lacrossechamber.com](http://lacrossechamber.com).

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

**League of Women Voters** 2nd Tues. of each month, noon, Radisson Hotel, Nancy Hill, 608-782-1753, [nfhill@centurytel.net](mailto:nfhill@centurytel.net).

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

**Onalaska Area Business Association** 2nd Tues. of each month, noon-1 p.m., La Crosse Country Club, [oaba.info](http://oaba.info).

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

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

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

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

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

**Women of Worth (WOW)** last Wed. of each month, Shenanigans, noon. Debbie Lee, 608-317-5023, [deb@ais-cw.com](mailto:deb@ais-cw.com)

**Women's Alliance of La Crosse (WAL)** 2nd Thurs. of each month, noon, The Waterfront Restaurant, Kasey Heikel 608-519-8080 [kasey.heichel.dc@gmail.com](mailto:kasey.heichel.dc@gmail.com) OR Amy Stodola 608-788-2668 [amy.stodola@edwardjones.com](mailto:amy.stodola@edwardjones.com)

### CALENDAR EVENTS

**Sept. 29-Oct. 2**, Oktoberfest, Southside Oktoberfest Grounds, La Crosse, [www.oktoberfestusa.com](http://www.oktoberfestusa.com).

**Sept. 30-Oct. 2**, Special Occasion Shows: Food Show, Valley View Mall, [www.myvalleyview.com](http://www.myvalleyview.com).

**Oct. 1**, Jim Curry Presents Take Me Home: The Music of John Denver, 7:30 p.m., Weber Center for the Performing Arts.

**Oct. 6-8**, Oktoberfest Needlework Show, La Crosse Public Library Museum Room, 608-797-6759.

**Oct. 7**, Night Out at the Museum, 5:30-8 p.m., Children's Museum of La Crosse, pre-reg/pre-pay, [www.funmuseum.org](http://www.funmuseum.org).

**Oct. 7-8**, CRHS Make a Friend for Life Adoption Event, 1-5 p.m., JCPenny Court, Valley View Mall, [www.myvalleyview.com](http://www.myvalleyview.com).

**Oct. 7-9**, Special Occasion Shows: Home Party Showcase, Valley View Mall, [www.myvalleyview.com](http://www.myvalleyview.com).

**Oct. 7-9**, *Romeo and Juliet*, 7:30 p.m. Fri.-Sat., 2 p.m.

Sun., Viterbo Fine Arts Center.

**Oct. 8**, Historic Downtown Day, [www.lacrossedowntown.com](http://www.lacrossedowntown.com).

**Oct. 13**, The Barbary Coast Dixieland Jazz Band, 7:30 p.m., the Heider Center, [www.heidercenter.org](http://www.heidercenter.org).

**Oct. 14-23**, 26 *Pebbles*, 7:30 p.m. Thurs.-Sat., 2 p.m. Sun., Toland Theatre, Center for the Arts, UW-La Crosse.

**Oct. 14-30**, *Peter and the Starcatcher*, 7:30 p.m.

Thurs.-Sat., 2:00 p.m. Sun., La Crosse Community Theatre, [www.lacrossecommunitytheatre.org](http://www.lacrossecommunitytheatre.org).

**Oct. 15-16**, Sports Card & Collectibles Show, Sears Court, Valley View Mall, [www.myvalleyview.com](http://www.myvalleyview.com).

**Oct. 18**, *Mamma Mia!*, 7:30 p.m., Viterbo Fine Arts Center.

**Oct. 20**, "Lipstick, Laughter and Life" by Renee Rongen, Women's Fund of Greater La Crosse Fall Luncheon, 11 a.m.-1 p.m., Valhalla Hall, Cartwright Center, UW-La Crosse, [www.womensfundlacrosse.org](http://www.womensfundlacrosse.org).

**Oct. 21**, Night Out at the Museum, 5:30-8 p.m., Children's Museum of La Crosse, pre-reg/pre-pay, [www.funmuseum.org](http://www.funmuseum.org).

**Oct. 21-23**, Special Occasion Shows: Holiday Gift Show, Valley View Mall, [www.myvalleyview.com](http://www.myvalleyview.com).

**Oct. 22**, 28-29, Booseum Halloween Party, 5:30-7 p.m., Children's Museum of La Crosse, [www.funmuseum.org](http://www.funmuseum.org).

**Oct. 27-29**, Ghoulees in the Coulee, various events and times, Norskedalen, Coon Valley, [www.norskedalen.org](http://www.norskedalen.org).

**Oct. 27-29**, Nov. 4, Dark La Crosse Radio Show, 7:30 p.m., The Pump House, [www.thepumphouse.org](http://www.thepumphouse.org).

**Oct. 28**, "Let's Hang On"—a Frankie Valli Tribute, 7:30 p.m., the Heider Center, [www.heidercenter.org](http://www.heidercenter.org).

**Oct. 29**, Downtown Trick-or-Treating, 11 a.m.-3 p.m., [www.lacrossedowntown.com](http://www.lacrossedowntown.com).

**Nov. 3-6**, *Silent Sky*, 7:30 p.m. Thurs.-Sat., 2 p.m. Sun., Frederick Theatre, Morris Hall, UW-La Crosse.

**Nov. 3-6**, *The Skin of Our Teeth*, 7:30 p.m. Thurs.-Sat., 3 p.m. Sun., Page Theatre, Saint Mary's Performance Center, Winona.

**Nov. 4**, The Bridesmaid Project opening reception, 4-7 p.m., Gallery M., 33 S. Walnut St., La Crescent, [www.janetmootz.com](http://www.janetmootz.com).

**Nov. 5**, Fashion Cornucopia Style Show 11 a.m. & 5 p.m., Our Savior's Lutheran Church, 612 Division St., La Crosse, 608-782-3468, [www.oursaviorslutheranchurch.net](http://www.oursaviorslutheranchurch.net).

**Nov. 5**, Missoula Children's Theatre Presents *Rapunzel*, 1 & 4 p.m., Viterbo Fine Arts Center Main Theatre.

**Nov. 5-19**, *The Snowy Day and Other Stories*, 11 a.m. & 2 p.m. Sat., La Crosse Community Theatre, [www.lacrossecommunitytheatre.org](http://www.lacrossecommunitytheatre.org).

**Nov. 9**, *Disenchanted!*, 7:30 p.m., Viterbo Fine Arts Center Main Theatre.

**Nov. 10-Dec. 26**, Santa Visits & Photos, Valley View Mall, [www.myvalleyview.com](http://www.myvalleyview.com).

**Nov. 11**, Holiday Open House, [www.lacrossedowntown.com](http://www.lacrossedowntown.com).

**Nov. 11**, Night Out at the Museum, 5:30-8 p.m., Children's Museum of La Crosse, pre-reg/pre-pay, [www.funmuseum.org](http://www.funmuseum.org).

**Nov. 12**, Street Corner Symphony, 7:30 p.m., the Heider Center, [www.heidercenter.org](http://www.heidercenter.org).

**Nov. 25**, Black Friday, Valley View Mall, [www.myvalleyview.com](http://www.myvalleyview.com).

**Nov. 25-Jan. 1**, Rotary Holiday Lights, open daily 5-10 p.m., Riverside Park, La Crosse.

**Dec. 4**, Holmen Community Christmas Benefit, 3 p.m., Trygve Mathison Performing Arts Center, Holmen High School, \$10; proceeds go to the Holmen Area Community Center. Sue Schultz, 781-1662.





## DURING OCTOBER GET A BREAST AUGMENTATION AT FAB SAVINGS

Are you unhappy with your breasts because of differences in size or changes throughout your life? Book a breast augmentation in October and save \$400!\*

**Schedule an appointment now by calling Plastic Surgery & Aesthetics at (608) 775-1943. Visit [gundersenhealth.org/\\$400-off](http://gundersenhealth.org/$400-off) for more information.**

\*Offer good on self-pay service only, delivered no later than January 31, 2017. No other discounts apply.

Gundersen Lutheran Medical Center, Inc. | Gundersen Clinic, Ltd. | 12684-2 0916

**GUNDERSEN**  
**HEALTH SYSTEM®**

*Where Caring Meets Excellence*

*"We've been with Altra for almost 20 years. As a busy family of four, we're always on the run, so we needed a financial that could keep up with us. Altra does just that."*

**Tara Schilts**

Altra Member

**A+ Checking**  
Earn 2.25%<sup>APY\*</sup>

- No Minimum Balance
- No Monthly Fees
- ATM Refunds



*It's where you belong!*

**Altra**  
Federal Credit Union

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

800-755-0055 • [www.altra.org](http://www.altra.org) • [www.drivealtra.org](http://www.drivealtra.org)

\*Membership eligibility required. A+ Checking available for personal accounts only. Qualifying accounts earn currently posted Annual Percentage Yield (APY) on balances up to \$15,000; Portion of balance over \$15,000 earn 0.50% APY. Account earns 0.10% APY if all requirements are not met in any given cycle. Rates subject to change monthly. A "cycle" begins the last day of one month and ends on the second to last day of the next month; this allows Altra to calculate and post dividends and ATM refunds on the last day of each month. All requirements must be completed and/or posted in each cycle to be considered a qualifying account. Debit card transactions processed by merchants and received by Altra as ATM transactions do not count towards qualifying debit card transactions. Only debit card transactions processed by merchants and received by Altra as POS transactions count towards qualifying debit card transactions. ATM fee refunds available for ATM withdrawals made from A+ Checking only. Dividends calculated and paid each calendar month on the daily balance. Contact Altra for complete details. Federally insured by NCUA.

