

coulee region

Complimentary
FEBRUARY/MARCH 2023
www.crwmagazine.com

women

AREA HOME AND HEALTHY LIVING MAGAZINE



Explore the Senses

Mollie B's music delights all ages

Local Flavors: Cheese & More

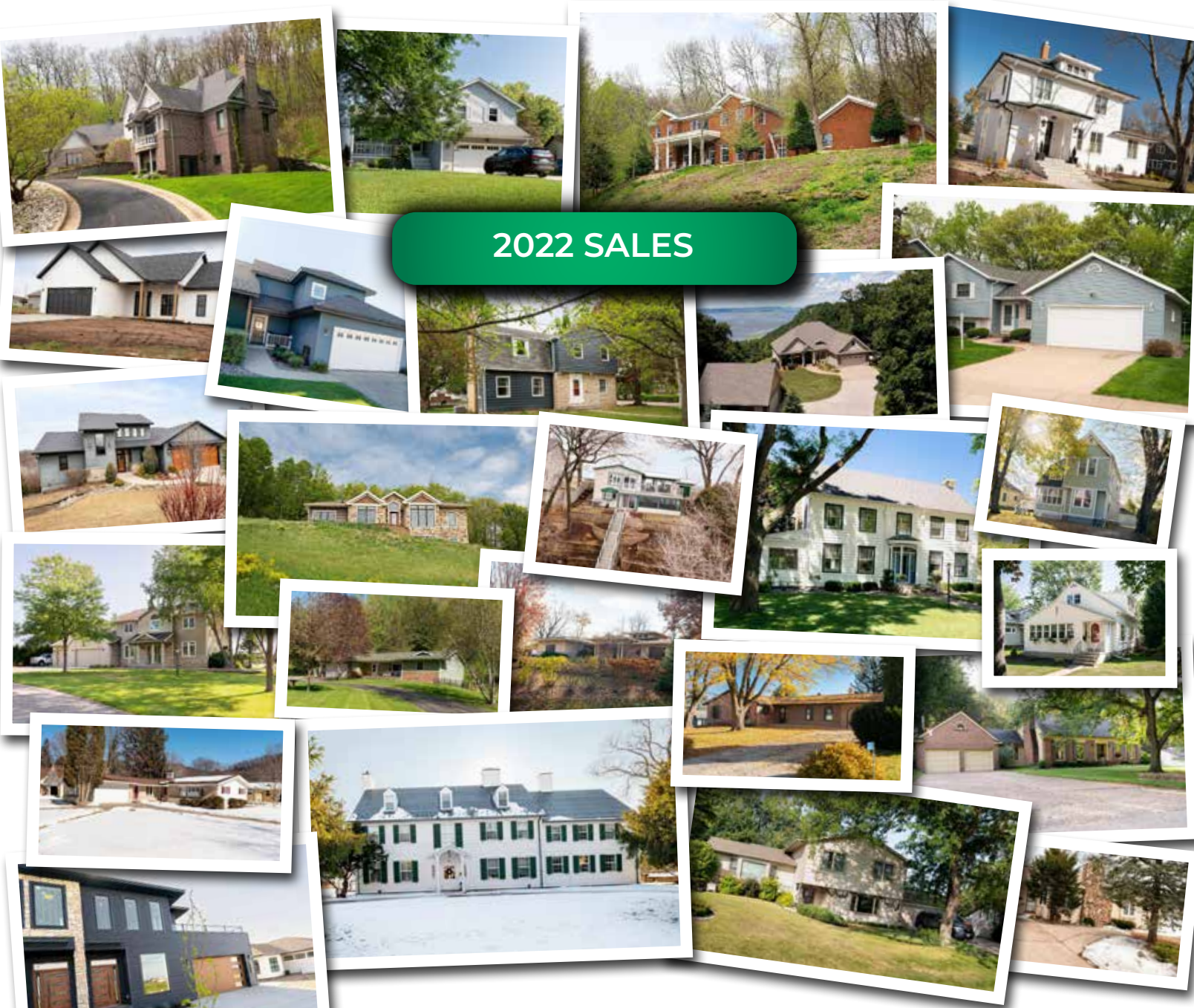
Skin Care from Nature

A Home with a View

Inside Vision Therapy

Healing Touch

Inside!
COULEE REGION LIVING
HOME SHOW



2022 SALES

Experience Matters.

Contact me today to get your home

Sold!



Nancy Gerrard

ngerrard@ghrealtors.com | 608-792-0094
nancygerrardhomes.com

Women helping women on their financial journey.

Let's chat!

- Investment Management
- Trust Services
- Estate Planning
- Retirement Planning
- Charitable Giving Strategies



Experience the culture.
Join our team! →





Explore the Senses

11 PROFILE

Sharing the Joy

Peek behind the stage curtain with Mollie B as she delights her audiences with singing, instrumentals and polka dancing.

14 CAREERS

Listening to Her Heart

Kaitlyn Ostrowski sees the satisfaction in helping others hear.

17 PERSONAL & PROFESSIONAL

More Than Skin Deep

Leslie Reichgelt's entrepreneurial approach combines botanicals with natural skin care.

18 FAMILY

Sight and Success

Vision therapy helps students perform their best.

21 HOME

Making Mid-Century Modern

Stephanie and Mike Greene's "forever" home focuses on entertaining and aging in place.

25 HEALTHY LIVING

Healing Touch

Massage therapists employ a variety of techniques to address pain, head to toe.

28 FOOD

Say Cheese!

Sarah Clemens brings unique flavors to the table at Noble Rind Cheese Company.

33 WOMEN IN THE REGION

Big Flavors from a Small Company

Lyn Rolbiecki and her daughter keep Wildwood Specialty Foods in the family.

34 ARTS & ENTERTAINMENT

Walking the (Art) Walk

Robin Moses harnesses the spirit of collaboration to make the River City Gallery a community for La Crosse's artists.

37 RETAIL THERAPY

Some Enchanted Evening

Celebrate Valentine's Day with date-night looks for her and him.

Pictured on the cover: Mollie B. Photo by SSRM Designs and Photography.

In every issue: From the Editor 6 | Women in the Know 8 | Accomplishments 24 | Community Calendar 38

WHY SHOULD A FINANCIAL REVIEW BE AT THE TOP OF YOUR LIST?

There may be opportunities for your investments to be working harder for you. Let's work together to make sure your financial strategy is optimized. **Contact us today for a complimentary review.**



left to right:

Margaret Severson | Amy Stodola | Kristin Beseler | Denise Halverson
Kris Birkholz | Sheri Plantz | Jenny Akins | Sue Kundy | Heidi Lydon

Edward Jones®

Member SIPC

Kristin Beseler
Financial Advisor

608.781.5427

kristin.beseler@edwardjones.com
Holmen

Sue Kundy
Financial Advisor

608.582.2495

sue.kundy@edwardjones.com
Galesville

Sheri Plantz
Financial Advisor

608.788.6420

sheri.plantz@edwardjones.com
La Crosse

Amy Stodola, AAMS®
Financial Advisor

608.788.2668

amy.stodola@edwardjones.com
La Crosse

Jenny Akins, AAMS®
Financial Advisor

608.781.4333

jenny.akers@edwardjones.com
Onalaska

Kris Birkholz
Financial Advisor

608.519.4200

kris.birkholz@edwardjones.com
Onalaska

Denise Halverson, AAMS®
Financial Advisor

608.269.9136

denise.halverson@edwardjones.com
Sparta

Heidi Lydon
Financial Advisor

608.487.9509

heidi.lydon@edwardjones.com
Sparta

Margaret Severson, AAMS®
Financial Advisor

608.637.7233

margaret.severson@edwardjones.com
Viroqua

edwardjones.com



Some parts of the country start seeing signs of spring almost as soon as Valentine's Day arrives, but here in Wisconsin we know that February and even March are still winter. White (or gray or brown) winter.

It can seem that there is little color to break up the vastness of the landscape. Fewer sounds in the air as many people are still ensconced in their warm homes or vehicles. A less adventurous menu in most homes as we reach for comfort foods that are warm and filling, but not necessarily attention-grabbing. Sometimes these months can feel as though everything around us is muted.

It can feel as though there really isn't much to engage our senses.

I have a solution.

While we may not be able to completely overcome the late winter doldrums, this issue's stories can provide a checklist of sorts to help you find new ways to engage your senses of sight, hearing, taste and touch.

First, inspire smiles, toe-tapping, finger-snapping and movement by reading about (and then finding YouTube videos of) Mollie B. This southeast Minnesota native who plays 17 different instruments has a way of turning polka into a universal language of joy. From classrooms in the Coulee Region to RFD-TV and Clint Eastwood's 2018 movie *The Mule*, Mollie B 3-steps her way into hearts of all ages, and she's sure to provide sounds that will brighten your day.

Need a visual lift? La Crosse's River City Gallery and the downtown First Friday art walks provide a range of media and styles to intrigue, inspire and enliven your living space.

Maybe it's a new flavor you need to bring a little something fresh to the table. We Wisconsinites love our cheese curds and Colby, but Sarah Clemens says there is a whole world of flavors to explore in the cheese case. She and her team at Noble Rind in Viroqua are ready to help you discover your next favorite bite. Or stop by a local retailer with Wildwood Specialty Foods soup or dip mixes to add a local twist to your comfort food fix.

Our writers introduce you to healing massage therapy options and locally made organic skin care offerings to bring our bodies the touch they need.

Now that our days are getting noticeably longer with each passing week, I encourage you to be intentional about identifying the sights, sounds, tastes, smells and textures around you each day. Maybe even think of it as a second chance resolution (if those you committed to on January 1 are falling to the wayside).

Take a moment to stop what you are doing—whether walking from your car to the office, cooking dinner, helping kids with homework or meeting a friend for coffee. Then scan the space around you.

What do you see that is beautiful? Maybe it is artwork; maybe it's just the way frost has formed in the corner of the window. (Again.)

What do you smell that is enticing? Maybe it is cinnamon rolls in the oven. Or, soon, that earthy scent as the last of the snow melts away on a rare 65-degree day.

What have you tasted lately that was mouthwatering? Maybe it was as simple as ginger tea that lit up your tongue or a slow-roasted pasta sauce full of herbs.

What sounds caught your attention in a good way? A new song on the radio or even the crisp call of a cardinal thinking about love on Valentine's Day?

What did you touch that brought relaxation? A fleecy blanket is still welcome this time of year, but we may also appreciate a warm breeze on our cheek when the wind shifts to the south in early spring.

Engage your senses, explore your surroundings and see (hear, feel, taste and smell) that there is so much more to life than winter gray.

Shari

coulee region
women

AREA HOME AND HEALTHY LIVING MAGAZINE

ISSUE 125, VOLUME 21, NUMBER 6
FEBRUARY/MARCH 2023

PUBLISHER

Betty Christiansen

EDITOR

Shari Hegland

DESIGNERS

Lisa Houghton
Jaclyn Berg

MARKETING ACCOUNT REPRESENTATIVES

Rachel Persson, Director
Claire Ristow-Seib

PROOFREADER

Lissa Carlson

PHOTO EDITOR

Diane Raaum

PHOTOGRAPHY

Diane Raaum Photo
Frontier Photography
SSRM Designs and Photography

DISTRIBUTION

Jennie Kolek
Heide Harron

Coulee Region Women is published six times per year by Coulee Region Communications LLC 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.

©2023 Coulee Region Communications LLC 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. Email: editor@crwmagazine.com



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

Women in Wellness



- Holistic **PAIN** Programs
- Natural **SLEEP** Support
- Drug-Free **STRESS** Reduction

Patti Bartsch, PhD, Traditional Naturopath

1285 Rudy Street, Suite 104-Onalaska • 608.799.8326
www.NaturallyUnbridled.com



Mary Cortesi, MSW, LCSW;
Melissa Hellwig, MS, LPC; Sheryl Gora-Bollom, MS, LCSW

Anxiety, Grief and Trauma • Sexuality and Relationships
Perinatal Mental Health • EMDR/EFT/Tappings

600 N. 3rd St #206-La Crosse • 608.519.5546
www.TheTherapyPlaceLax.com



FITNESS
LYING DOWN
Better Movement. Smarter Fitness.

**The Cure For the
Common Workout!**

- Personal Training
- Group Training
- Nutrition Counseling

Mention CRW Magazine
for a special 6-WEEK TRIAL
membership

1501 Saint Andrew Street B202-La Crosse • 608.790.9449
www.fitnesslyingdown.com

Omyoga studio
There's no place like Om

- Yoga Classes & Private Sessions
- Tammy Zee's 200/300
Yoga Teacher Training
- Certified Yoga Therapist
- Classes & Training Available
Virtually & In-Person



Tammy Zee
MS, C-IAYT, ACE, E-RYT 500
Yoga Instructor & Trainer

Tammy Zee's 200 Hour
Yoga Teacher Training
starts September 2022

1288 Rudy Street, Suite 102-Onalaska • 608.386.1217
www.OmYogaOnalaska.com



LINKING LA CROSSE & IRELAND

The La Crosse-Bantry Friendship Association will host its 7th Annual Coulee Hoolie Ceili Dance Fundraiser and Irish Heritage Night 6-10 p.m. Saturday, March 25, at the American Legion Hall, 711 Sixth Street S. in La Crosse.

The Irish-themed family fun event includes a dance with music by the Coulee Hooligans. West Cork native Eamonn de Cogain, widely regarded as Ireland's most energetic caller, will lead the dancing. Popular storyteller Terry Visger will share Irish tales. In addition, there will be Irish-themed food and a silent auction featuring items donated by local businesses.

The goal of the event is to raise money for nonprofits in La Crosse and Bantry, Ireland, that share the same mission.

For 2023, La Crosse HorseSense, Inc. and Hairy Henry Care Farm in Bantry have been selected. HorseSense is dedicated to enriching the lives of youth, adults and military veterans with disabilities by means of therapeutic horseback riding lessons. Hairy Henry Care Farm supports children and adults with additional needs by providing therapeutic riding and farming activities.

Admission to the event is \$20 per family, \$10 per adult and \$8 for military members, seniors and students. Tickets will be available at the door.

For more information, contact Lynn West at lcrosse@gmail.com or visit www.lacrossebantry.org.



WOMEN BUILD 2023

Habitat for Humanity La Crosse Area invites women throughout the Coulee Region to volunteer for Women Build, a one-day opportunity to help build a home for a local family. This year, Women Build will take place on March 11 at 522 E. Hamilton Street in West Salem.

A global Habitat for Humanity tradition since 1991, Women Build offers hands-on skill-building opportunities for women, who not only are underrepresented in the construction industry, but also face unique barriers when trying to access safe, affordable housing.

Habitat La Crosse believes in the power of collaboration and community. In a single day, Women Build volunteers will play an important role in the life of one soon-to-be homeowner.

Darshida Morgan, a mother and nurse, was selected by Habitat to purchase the Hamilton Street house once it's completed. After years of hardship, including losing all her belongings in an apartment fire, Morgan will finally be a homeowner later this spring.

All are welcome to participate in this day of service, learning, and team building. To learn more about Women Build and sign up to volunteer, contact Kari Siverhus: kari@habitatlacrosse.org or 608-461-2556.



CELEBRATE YOUR GALENTINE

Celebrate love, friendship and self-care with New Horizons Shelter and Outreach Centers at their annual Galentine's Day Brunch held Saturday, February 11, from 9 a.m. to 11:30 a.m. at the La Crosse Country Club. The event celebrating love and friendship includes a brunch buffet with complimentary mimosas, entertainment by humorist Lisa David Olson and a silent auction and raffle. Sponsors include Walmart, Mayo Clinic Health System and presenting sponsor Pischke Motors.

Tickets are \$75 each, or groups can reserve a table for 10 for \$750, available by phone at 608-443-3163 or online at bit.ly/gdb2023tickets.

The event is open to all—not just gals—so bring your best friends for a morning of fun in support of the important work done by New Horizons to support domestic violence survivors in the greater La Crosse area.



RETURN OF THE EXPO

Ladies and gentlemen, boys and girls, mark your calendars for Sunday, March 19, from 11 a.m. to 4 p.m. That's when the greatest show on Earth (one of the greatest in the Coulee Region, anyway) returns to the Onalaska Omni Center for a day full of circus-themed fun for all ages. Enter the arena for inflatable fun, ponies, fair food and other novelties, stage shows including local clown Kenny Ahern, and a variety of vendors serving children and families.

This year's 12th annual event features dynamic duo co-hosts *Coulee Parenting Connection* and *The Parenting Place*. Sponsored by Altra Federal Credit Union, there's still room under the big top for interested sponsors and vendor participants. Call Jared at *The Parenting Place* at 608-784-8125, ext. 232, for details.



Forehead "worry" lines

Brow lift & asymmetric eyebrow shaping

Glabellar 'frown' lines

Crow's feet (peri-orbital lines)

Wrinkles around lips & oral commissures

Thinning lips

Puckered Chin

Neck folds (platysma muscle)

Why come to Allen Dental for Botox Cosmetic?

- Reduce the appearance of wrinkles in 3-7 days
- We now have 3 licensed professionals to administer Botox!
- SAME DAY APPOINTMENTS ARE OFTEN AVAILABLE!
- New patients receive a \$25 credit towards their first visit when they mention CRW magazine



Dr. Jim Allen

ALLEN **AD** DENTAL
Smile with Confidence!

SCHEDULE YOUR APPOINTMENT TODAY!
608.786.3303

As you get ready
for this...



Make sure you
have this.

**FIRST WARN
WEATHER**

WEATHER APP



Stay safe & stay ahead of
spring storms with a
forecast you can trust.

EXPECT MORE

Sharing the Joy

Peek behind the stage curtain with Mollie B as she delights her audiences with singing, instrumentals and polka dancing.

BY MICHELLE BYOM | PHOTOS BY SSRM DESIGNS AND PHOTOGRAPHY

The lively concert brought back fond childhood memories: grabbing a sibling by the hand and hopping around the wedding dance floor, concentrating on keeping a steady beat. “One, two, three, one, two, three,” we counted before quickly shuffling aside to make way for the grown-ups whirling around in perfect rhythm. They *really* knew how to polka.

Mollie B’s Christmas Show, like all of her performances, is a heartwarming walk down memory lane with fabulous singing to old favorites, contemporary twists, glorious instrumentals and polka dancing. Tap your foot, sing along, and your heart just feels, well, happy. And that’s just how Mollie B hopes you will feel.

The velvet curtain opens and a small, excited voice in the crowd exclaims, “It’s Mollie B!” The multi-talented musician and performer laughs as she describes her typical fan. “To kids 10 and under, I’m kind of like a Disney princess,” she says. The average 10- to 18-year-old probably chooses hip-hop or pop over polka. But when those kids reach adulthood, they discover festivals, music and dancing are fun, and Mollie B tends to get “cool” again. Regardless of age, Mollie B explains that her fans all have one thing in common. “They have an appreciation for goodness, joy and the simplicity of the music,” she says.

A MUSIC-FILLED CHILDHOOD

Mollie Busta Lange credits not only her well-known musical family, but also her hometown of Spring Grove, Minnesota, for encouraging music and providing opportunities that developed musical talent in youth. “Music was treasured in our community,” she emphasizes. It was natural for kids to participate in choir or band in addition to sports. In addition to performing in her dad’s band at a very young age, Mollie B performed in school music ensembles, in productions at the local church and at the community theater, Ye Olde Opera House. “I couldn’t have asked for a better childhood,” she says.

She was just 8 years old when she secretly packed up her keyboard to join her dad and his polka band, The Jim Busta Band. She found a place on the stage, her goal all along. Then, when she was in the fourth grade, her dad was short a trumpet player, and Mollie B stepped in again and earned the role.

Her music wasn’t written; she played harmony by ear. Did she find it unique that she was in a band back then as a child? “I never thought I was differently talented,” Mollie B explains.

She describes how as a young teen she wanted The Jim Busta band to stand out from the competition, so she decided to add some instruments to her repertoire. “I got ahold of a tenor saxophone, a clarinet and a trombone,” she says. Later, she added the button accordion.

Mollie B took voice lessons when she was a young girl, and she had lessons on just three instruments: piano, trumpet and violin. Today, she owns 25 instruments and plays 17, maybe more, depending on what qualifies as officially “playing” an instrument, she explains.

She majored in trumpet and voice at Luther College in Decorah, Iowa. Her professors assumed she would write her senior paper on opera. Instead, Mollie B chose polka, the dance near and dear to her heart.

SQUEEZING JOY AND INSPIRATION FROM MUSIC

Mollie B earned her master of arts in instruction from St. Mary’s University in Winona and added music teacher to her resume. Today, she instructs and shares her deep knowledge and love for polka music through workshops that she fits into her busy schedule, including many in Coulee Region schools. A typical workshop might include 80 to 100 kids at a time.

Mollie B and her group teach about polka music and dancing, and in the evening there’s a dance for kids and parents. “It’s one of the highlights of my year,” she says.

Mollie B joined the band Ted Lange’s Bratwurst Boys in 2005. In 2007, she and Lange changed the





Mollie B is an educator as well as a performer. With a master of arts in instruction from St. Mary's University in Winona, she holds workshops in schools around her touring schedule, introducing students to the joy of music.

name to Squeezebox. In 2011, television network RFD-TV started recording and airing her show, *Mollie B Polka Party*. It's broadcast to over 60 million homes weekly.

What makes Mollie B continue to perform? "The joy it brings others," she says. "I can feel so much joy in performing."

CLINT EASTWOOD COMES CALLING

Mollie B says she ignored the first voice message from someone claiming to be a producer with Warner Bros. Studio. When he called again, she listened. Clint Eastwood was directing and starring in a movie, and he wanted Mollie B to film a polka scene. How did *the* Clint Eastwood discover her?

When she first met Eastwood on the set, he stopped Mollie B (he recognized her right

away!) to explain. He and his girlfriend, of Czech descent, watch *Mollie B Polka Party* every Saturday night on RFD-TV's music row. He enjoys her show and music so much that he hoped a movie scene might elevate her career. He was right. She says the movie shined a light for Mollie B and the Squeezebox internationally.

Mollie B notes that *The Mule* (2018) is based on a true story and rated R for language and sexuality. Her scene was written just for her, reflecting the true, family-friendly and warm character she portrays on stage and in her life. "I will never risk who I am morally or ethically for any rise in fame," she says.

Mollie B and Lange co-wrote the song that Eastwood ultimately selected for the movie scene. She dances with Eastwood's

character, and her parents were included as polka dancers.

The long list of 2023 engagements on Mollie B's website, (including a Polka Magic Caribbean Cruise), includes visits to festivals and events nationwide. Her calendar is certainly full, and the entertainer wouldn't have it any other way. "God has given me these talents to share them with others," Mollie B says. "I'm driven to keep the joy going." **CRW**

Writer Michelle Byom enjoyed Mollie B's 2022 Christmas Show in Reedsburg, Wisconsin, with her mom, and they plan to make it a tradition.

FOLLOW MOLLIE B ON HER WEBSITE AND IN SOCIAL MEDIA

www.mollieb.com
 Facebook: Mollie B
 Youtube.com/mollieb
 Instagram: mollieb_music

POLKA'S PAST AND FUTURE

Polka, a lively dance in 2/4 time, first arrived in Wisconsin with 19th century European immigrants. Following World War II, polka was one way for people to embrace happiness and go back to their roots, Mollie B explains.

During the mid-1980s, polka saw a decline. Some bands will often play a more evolved polka, but Mollie B says "Squeezebox

does twist the music some to make make it more inviting for the younger generation, but we do our best to not forget the traditional focus and roots of polka music."

In 2018, Mollie B was the youngest person to be inducted into the International Polka Hall of Fame. She has also been inducted into the Minnesota Music Hall of Fame alongside artists such as Bob Dylan and Prince.

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

Experienced • Dedicated • Compassionate



Dawn Marie Harris, Attorney

Over 28 years of experience



Dawn Marie Harris
Attorney

Employment & Labor Law
Family Law
General Civil Litigation

www.dmharrislaw.com

201 Main St. Suite 620 • La Crosse

Phone: 608-782-4133 • Fax: 608-782-4676



Decker
Design, Inc.
Interior Design Showroom

Your Full Service
Residential & Commercial Flooring,
Cabinetry & Countertop
Interior Design Team

Individual personalized service
offering competitive prices and the
latest products



www.deckersgroup.com

Showroom at 2946 Airport Rd • 608-783-5667



Moments that matter.

Hearing loss is complex and can affect people of any age. At Winona Health, you'll find the care and expertise to ensure you achieve the best hearing results possible.

Kaitlyn Ostrowski, AuD
Audiologist



Audiology Services

Learn more about Audiology and hearing care at Winona Health, scan the QR code or visit winonahealth.org/audiology



WH Winona Health

855 Mankato Ave., Winona, Minn. • 507.454.3650

Find us online:
winonahealth.org




Mainstream
Boutique

1125 Main St. Suite 180 • Onalaska
608-519-5522

www.facebook.com/mainstreamboutiqueonalaska

Listening to Her Heart

Kaitlyn Ostrowski sees the satisfaction of helping others hear.

BY ANASTASIA PENCHI | CONTRIBUTED PHOTOS



Winona Health audiologist Kaitlyn Ostrowski completes an exam and tests for patient Bonnie Woodford.

Kaitlyn Ostrowski thought she could visualize her career path, but it turns out she needed to listen for it instead.

Ostrowski wanted to become a speech pathologist while she was an undergraduate at the University of Wisconsin-Eau Claire, but her focus evolved from speaking to hearing when she discovered a profession that paired her fondness for technology with her other passion—working with people.

“When I took the audiology class, I fell in love with it,” says Ostrowski, who spent her last year of college working at Mayo Clinic Health System in La Crosse before graduating earlier this year. She is now employed as an audiologist at Winona Health in Winona.

A FAMILIAR PROBLEM

Hearing loss is a common complaint, as 14 percent of those in the United States have a clinically relevant hearing loss, according to the Johns Hopkins Cochlear Center for Hearing and Public Health. While not exclusively suffered by those who are older, hearing loss does become more common as people age.

The number of people with hearing loss in the United States is increasing and is anticipated to rise from 44 million in 2020 to more than 73 million by 2060. The vast majority will be age 60 and older.

Age, genetics and damage to the ear are the most common causes of hearing loss, according to WebMD.com. This is because the cells in the inner ear that transmit sounds to the brain are damaged and lost

over time from aging, noise exposure and other causes. Once gone, they don’t come back.

Ostrowski sees all ages in her practice, from the youngsters who fail to notice other children’s screams to the adults who find themselves asking “What?” repeatedly. Others come in reluctantly after months of accusing others of mumbling.

“It has to be something we have to accept,” she says. “It has to be something we grieve, almost.”

Baseline hearing tests are often where the hearing loss story starts, and Ostrowski says it’s always good to have a baseline test to compare hearing records to later. Many times, insurance companies require a referral, which she says is easy to get from a family doctor.

SOUNDS OF PROGRESS

Increased demand has resulted in improved products, Ostrowski says. As a result, hearing aids today are smaller, are rechargeable and have technology with enhanced abilities to filter out background noise, which she says has been the most common complaint in the past. Newer software also helps hearing aids distinguish “noise” from speech.

“Things are a lot better,” Ostrowski says. “Hearing aids have come a long way, especially in the last two to three years.”

Ostrowski says she loves the feeling of being able to help someone’s hearing improve. She says she knows the moment has arrived when the patient’s face lights up suddenly.



**Kaitlyn Ostrowski,
Au.D., CCC-A, ABAC,
of Winona Health**

“Hearing is such a large part of life and helps us to be able to communicate,” she says. “(My job) is really fulfilling.”

LISTEN TO THE EXPERTS, NOT THE NOISE

The big lesson that hearing experts want us to accept is that while we can't change the genetic makeup that predetermines our inherited hearing issues, we can prevent additional noise-induced hearing loss.

Manufacturers now make special ear plugs for concert attendees and musicians that filter out certain sounds—the sounds are still heard, but on a quieter scale.

Hearing protection is also extremely important for anyone who is regularly in high-noise environments, such as target shooters, motorcyclists, airline pilots, musicians, construction workers and factory workers.

“Some sounds are louder than we think they are,” Ostrowski adds. One example for all ages, including our kids: using earbuds for music, games and videos. The Cleveland Clinic recommends balancing volume and duration, giving an example of no more than 80 percent volume for 90 minutes at a time.

And for those who use hearing aids, it's important to bring questions and hearing aids back to audiologist appointments so they can address problems and make the equipment work better.

And Ostrowski will provide positive reminders as needed for those patients who still feel stigmatized when wearing hearing aids.

“It doesn't make us old,” Ostrowski adds. **CRW**

Anastasia Penchi is eager to hear the sounds of spring again, even if they do wake her up too early in the morning. She can be reached at callmeloislane@hotmail.com.



Hanson & Associates
A private wealth advisory practice of
Ameriprise Financial Services, LLC

Your future's counting on the right financial advice *now*.

Ameriprise Financial has helped clients navigate challenging economic times for over 125 years. Now as always, we're here to inform and support you with ongoing market updates, investment recommendations and personalized advice to help keep your plans on track and your goals clear. Together, we'll focus on what matters most to your financial life.



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

Lynn M. Konsela, BFA™
Chief Operating Officer

Alicia M. Zillmer
Client Service Coordinator

Linda Fruechte
Office Manager

hansonprivatewealth.com

Investment products are not insured by the FDIC, NCUA or any federal agency, are not deposits or obligations of, or guaranteed by any financial institution, and involve investment risks including possible loss of principal and fluctuation in value.
Ameriprise Financial Services, LLC. Member FINRA and SIPC.
© 2022 Ameriprise Financial, Inc. All rights reserved.

Brittany Leonard, CPA

**Proudly providing
audit services to:**

- Nonprofits
- Commercial Entities
- Tax Credit Projects
- Private Schools







As a Top 200 Firm in the nation, we're big enough to serve you and small enough to care.

WWW.HAWKINSASH.CPA

Tax | Audit | Accounting

GALLERY
1802

FINE ARTS FOR THE HOME

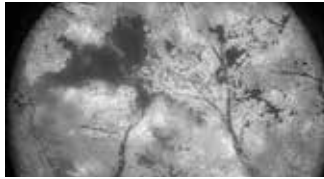
608.784.9530 | GALLERY1802.COM

Warm your heart

ORIGINAL ART INCLUDING KATHIE WHEELER OILS, CHRISTY SKUBAN SCULPTURES, MARK DEVINE PHOTOGRAPHY AND MUCH MORE

THURSDAY-SATURDAY
10 am-4 pm

BY APPOINTMENT
Call 608.769.0333



1802 STATE STREET, LA CROSSE, WISCONSIN



HEIDI M. EGLASH Attorney

Your life is unique and dynamic, and your planning should match that. With the education, empathy, and encouragement of Eglash Law Office, you can create and maintain a comprehensive estate plan or elder care plan that will give you peace of mind now and as your life grows and changes.

For services and support, please visit eglashlawoffice.com or call (608) 782-6110

 ewh small business
accounting



Angie Jones, CPA

Our goal is to help
small business owners be successful.

Helping small business owners
increase profitability
and cashflow

ACCEPTING NEW CLIENTS

Payroll Services Bookkeeping Tax Services Consulting

1052 Oak Forest Drive, Suite 205 | Onalaska, WI
608-781-5625 | www.angiejonesewh.com



Dog food | Canine Supplies | Grooming

608.780.1593

215 Main St | Onalaska

Store Hours: Tues.-Fri. 9am-6pm

Sat. 9am-5pm | Sun.-Mon. Closed

More Than Skin Deep

Leslie Reichgelt's entrepreneurial approach combines botanicals with natural skin care.

BY JULIE NELSON | CONTRIBUTED PHOTOS



Bella Botanicals offers a line of locally made natural skin care products online and through an Onalaska retail location. Photos by Yawning Moose Photography.

As a teenager, Leslie Reichgelt thought the key to popularity was in the copious amounts of makeup and other skin care products she wore on a daily basis. As time went on, and a few skin problems set in, Reichgelt began experimenting with more natural skin care products. Ironically, she found the confidence that had eluded her as a teenager by going nude (without makeup). Now Reichgelt is able to share all she has learned about safe and effective skin care through her own line of natural skin care products and a growing business poised to reach a national audience.

Raised on La Crosse's south side and a graduate of Central High School and Western Technical College, Reichgelt is the founder and owner of Bella Botanicals, a company with a heavy web presence and a new retail outlet on County Road OS in Onalaska.



Leslie Reichgelt, founder and owner of Bella Botanicals
Photo by Michelle Poedel Photography

KITCHEN TABLE TO THE MIDWEST MARKET

The business was a long time coming. After developing rosacea at a young age, Reichgelt wanted to create products that were gentle enough for her sensitive skin. Her first product was a cold-processed bar of soap. From there, she fell in love with the process and went down a rabbit hole of learning, eventually enrolling in the organic cosmetology school Formula Botanica, where she received her accreditation for formulating natural skin care products.

After several years of getting the family finances in order, and a year of making products in her kitchen and operating the business in her dining room, Reichgelt made the leap and turned her passion for natural skin care products into a full-time job. She and her husband built out their basement and turned it into a fully equipped cosmetic kitchen.

In addition to the retail outlet—which also houses an aesthetician and a massage therapist—Reichgelt sells her products online and to 17 wholesale stores in the Midwest. A self-described entrepreneur, she is now contracting the production of her three best-selling products, the components of The Natural Beauty Trio, so that she can scale her operation and grow the brand.

THE RIGHT INGREDIENTS

All Bella Botanicals products have natural, organic and naturally derived ingredients. Some contain CBD, a known antioxidant and anti-inflammatory. Reichgelt is committed to helping her customers reduce the number of toxins they absorb on a daily basis.

“I look for ingredients that come from nature, are rich in nutrients and have the ability to hydrate and nourish the skin,” she says. “I use quality ingredients from suppliers that are sustainable and that use eco-friendly practices.” Sometimes this means spending a bit more on raw materials; however, Reichgelt believes the increased cost is worth the quality in the long run.

“I don't look for the cheapest raw ingredient, I look at companies as a whole and make sure they align with our ethos of doing right by our bodies and our planet,” she says.

There is not one magical product or ingredient that leads to good health, Reichgelt says, and that is why Bella Botanicals takes a whole-body approach. **CRW**

After trying Bella Botanicals' moisturizers, Julie Nelson wanted to run up to one of her friends and say, "Smell my face, I just used a new moisturizer with a hint of orange scent!" Fortunately, she resisted the urge.

SIGHT AND SUCCESS

Vision therapy helps students perform their best.

BY MARTHA KEEFFE | CONTRIBUTED PHOTOS



Vision disorders in children are common. In fact, the American Optometric Association cites that one in four students under the age of 18 have a vision problem. Because children don't often complain about their vision (and issues in younger children might not be obvious to others), many vision disorders remain undiagnosed. If left untreated, these issues may lead to problems such as a misdiagnosis of a learning disability or ADD/ADHD, frustration or poor grades.

At Vision Therapy Academy in La Crosse, not only does the trained staff know that approximately 80 percent of learning is based on what is seen; they also understand that in addition to good eyesight, the brain and eyes must work together. According to Ann Wonderling, OD, FCOVD, at Vision Therapy Academy, enhancing the connection between a client's eyes and brain with vision therapy (VT) can provide great success in correcting vision disorders.

SYMPTOMS OF A POSSIBLE VISION DISORDER

Though this list is not exhaustive, if a child avoids or struggles with reading, takes longer than expected to complete homework or reverses letters and/or numbers, they may need to have their vision examined. An initial consult will test eyesight as well as tracking, eye teaming, focusing and coordination. If a problem is found, a custom treatment will be planned. "Evaluating a visual system to determine if one would benefit from vision therapy goes way beyond an eye exam," explains Dr. Wonderling. "An evaluation takes two to two-and-a-half hours."

HOW LONG WILL MY CHILD NEED THERAPY?

According to Dr. Wonderling, the amount of time a patient spends in vision therapy varies depending on the diagnosis and complexity



Dr. Ann Wonderling, Vision Therapy Academy

of the visual system. Most patients who are in vision therapy to treat a vision-related learning issue spend five to six months in therapy.

WHAT CAN MY CHILD EXPECT DURING A TYPICAL SESSION?

An average VT session is 45 to 55 minutes and consists of a variety of activities that are tailored to the individual's specific problem. For example, with the use of lenses and prisms, tracking or hand-to-eye coordination exercises, patients receive supervised in-office training along with supplementary techniques that they can practice at home.

ARE THERE PREEMPTIVE MEASURES THAT CAN BE TAKEN TO LESSEN VISION PROBLEMS?

"There are so many things parents can do to give their child the opportunity to develop their visual systems," says Dr. Wonderling, who lists little to no screen time for infants and toddlers, putting together puzzles or LEGOs, playing hidden picture games for older children and simply being outside for all age groups. In addition, activities such as swinging, martial arts and tumbling engage the vestibular system, which enables balance, coordination and the ability to remember and perform the skills needed to make movement happen.

Though precautions can be taken, parents shouldn't feel at fault if an issue arises, emphasizes Dr. Wonderling. Problems with vision are very common, but treatment can result in success. **CRW**

Martha Keefe lives and writes in La Crosse. She enjoys the opportunity to share stories that help keep you and your family healthy.

DAIRYLAND POWER COOPERATIVE
A Touchstone Energy Cooperative

MOUNTAIN BIKER. MOM. MEMBER.

Living in the Driftless Region means living the life you love, whether raising kids, kicking up dirt on the trails or both! We get it—because we live here too.

**DAIRYLAND POWER COOPERATIVE:
BUILT BY AND FOR THE COMMUNITIES WE SERVE**

f | www.DairylandPower.com | in

RIDGES & RIVERS
book festival

April 28-30 • Viroqua

SUPPORTED BY
TRAVEL WISCONSIN

- Join the Driftless Writing Center and the McIntosh Memorial Library in a celebration of reading, writing, creativity, and community featuring authors, writers, illustrators, storytellers, and small presses.
- Meet featured authors Kao Kalia Yang, Dasha Kelly Hamilton, Margi Preus, Chad Lewis, Eric Dregni, John Armbruster, Ben Percy, Melissa Faliveno and more.
- Create, discuss, and enjoy the best of rural Wisconsin while celebrating the beauty of books.

www.ridgesandriversbookfestival.org

IT'S BACK... AND BETTER THAN EVER!

Sunday, March 19, 11 am to 4 pm

Onalaska OmniCenter, 225 Riders Club Rd., Onalaska

Interested in sponsorship or vendor booth information?
Call Jared at The Parenting Place (608) 784-8125 Ext. 232

Altra
Federal Credit Union

Coulee
Parenting
Connection

the parenting PLACE

Make Your Bathroom a *Sanctuary*



From a shower to full bath remodel, we are with you from beginning to end! Call or visit today!



The Board Store Home Improvements, Inc.

524 Copeland Ave, La Crosse, WI | 608.782.8877 | Hours: Mon-Fri 8 - 5, Sat 8 - 4, Sun Closed | theboardstoreonline.com

Custom Homes

Upscale Renovations

Design-Build Services



Vision

Strength

Integrity

MAZZOLA
Construction and Consulting

MazzolaCC.com

Coulee Region **LIVING**

The latest in Coulee Region home products and services!

LA CROSSE AREA
BUILDERS
ASSOCIATION

HOME
Show

March 24-26, 2023

www.labahomeshow.com

Sponsored by:



Xcel Energy
RESPONSIBLE BY NATURESM



Window
World

LABA HOME SHOW 2023 • OMNI CENTER, ONALASKA
Friday 4-8 p.m. • Saturday 10 a.m.-4 p.m. • Sunday 11 a.m.-4 p.m.
Adults \$7 • Children (under 18) FREE

Your home isn't one size fits all.



© 2022 Budget Blinds, LLC. All Rights Reserved. Budget Blinds is a trademark of Budget Blinds, LLC and a Home Franchise Concepts Brand. Each franchise independently owned and operated.

Neither are our customized window treatments.

Window coverings aren't just a functional piece of your home decor – they're an opportunity to make a unique statement. With our customized window coverings and accessories, your Budget Blinds design experts can help you do just that.

 **BUDGET
BLINDS**
Style and service for every budget.®

608.860.6050
[BudgetBlinds.com/LaCrosse](https://www.BudgetBlinds.com/LaCrosse)



You Get More For Your Money



608.781.1010



3600 HWY 157, LA CROSSE, WI | WWW.MIDWESTTVANDAPPLIANCE.COM



**5% OFF
BATHROOM
PACKAGE**
MAXIMUM
\$1,000
CANNOT BE COMBINED WITH ANY OTHER OFFERS.



MAXWELL-WHITE
PLUMBING *Done Right!*

NEW YEAR, NEW DREAM BATHROOM!

TRUST US WITH:

- Tub Replacements
- Shower Replacements
- Tub-to-Shower Conversions
- Bath Remodels
- Sewer/Septic Replacements

WE ALSO DO:

- Sinks & faucets
- Water conditioning
- Water heaters
- Drain cleaning
- Garbage disposals
- Repair/replace toilets

608.424.5357 • Maxwell-White.com

W3032 County Road B. West Salem, WI 54669



 **LACROSSE FIREPLACE CO.**
"Because your place is by the fire."

5154 Mormon Coulee Rd • La Crosse, WI 54601 • 608.788.7200 • 1.888.624.9514 • www.lacrossefireplace.com

Welcome

Sara Buchner

Home Show Committee Chair
Park Bank



It is time once again for the La Crosse Area Builders Association to gather local professionals in a variety of fields all under one roof for Home Show! Mark your calendars to join them Friday, March 24, through Sunday, March 26.

Visit with over 75 exhibitors from building contractors to heating and cooling specialists, appliance suppliers, and professionals offering concrete solutions, mortgage options, whole house sound, pool and spa ideas and exterior improvement options. The various building material suppliers feature windows, siding, exterior doors, interior doors, trim selections, shingle options and exterior deck ideas. Connect with these professionals face-to-face to get answers to your home improvement questions.

Start Friday, date night, at the Home Show and look at opportunities for your home while enjoying a complimentary glass of wine or beer.

Saturday is Community Day, where you can find out more information about local nonprofits offering different solutions for home and housing options. Plus, we will be offering a complimentary glass of wine or beer. There will also be an opportunity to clean out some of your electronics with Dynamic Recycling. Come early to enjoy breakfast and support the Hilltoppers Rotary Club.

Bring your kids Sunday for Family Day! There will be crafts, Touch-a-Truck and ice cream. The opportunity to enjoy breakfast and support the Hilltoppers Rotary Club is back, so come early.

The LABA Home Show at the Onalaska Omni Center is more than just a home show. We hope to help with your home needs while making it enjoyable to attend and give you an opportunity to win one of our daily \$200 valued prizes with the Budget Blinds Scavenger Hunt. See you there!

Sara Buchner

Home Show Committee Chair



Dallas Werner

LABA President
First American Roofing & Siding

Welcome to western Wisconsin's best and the Coulee Region's only Home Show. Whether you're looking to update your existing home, build a new home or get help with finding a new residence, you'll find industry professionals present who can help. Come and find design

inspiration, the latest trends and time-tested solutions. The show includes a wide variety of contractors and building industry leaders, such as builders, solar contractors, electricians, plumbers, suppliers, remodelers, HVAC experts, insulation installers, designers ... and the list goes on. This is your one great opportunity to meet with local professionals face-to-face, all in one location, with each vendor having a mini showroom for your viewing pleasure.

The La Crosse Area Builders Association, in partnership with our members, local vendors and manufacturers, and with public support, continues to support the area's Tools for Schools program. This is an initiative to help fill the gap of funding in public schools for trade programs. On average, LABA raises over \$10,000 per year to be able to donate the latest and greatest tools to roughly 20 different area high schools over five counties. Please stop by Booth 219 and check out all this program has to offer our region. A new, exciting LABA event this year is the Build My Future expo. Read more about this event that introduces high school students to careers in the skilled trades in the story on page 13.

Thanks for attending and making this year another great year to call our home and our community, the Coulee Region.

Dallas Werner

LABA President

SALES • SERVICE • INSTALLATION



The Genuine. The Original.



Overhead Door Company of The 7 Rivers Region™



608-783-6080 | www.overhaddoor7riversregion.com

ELEVATIONS

CABINETS • DESIGN • SOLUTIONS • BY Wisconsin Building Supply

N5566 Frontage Road - Onalaska | 608-781-3900
www.elevationsbywbs.com



Call to make an appointment with one of our qualified designers.

SELECT SPRAY FOAM
The realistic solution to energy efficiency

608.317.9382
Bangor, WI

New Construction
Remodels
Pole Barns & Cabins

Jeff@selectsprayfoam.com
www.SelectSprayFoam.com



The La Crosse Area Builders Association is a professional organization that unites and represents people in the building industry. We promote safe, attainable, quality housing through education and interaction.

LABA Officers

President: Dallas Werner (First American Roofing & Siding)
 Vice President: Alex Goodman (Wisconsin Building Supply, Inc.)
 Treasurer: David Coleman (Coleman Custom Homes LLC)
 Past President: Andrew Lamprecht
 (La Crosse Truck Center Ford)

LABA Directors

Jason Etrheim (MasterCraft Homes, Inc.)
 Jeremy Reed (Habitat for Humanity La Crosse)
 Jon Olson (Jon Olson Construction, Inc.)
 Luke Knadle (River City Ready Mix)
 Nick Balduzzi (Balduzzi Lumber Co., Inc.)

NAHB (NATIONAL) Directors

Jon Olson (Jon Olson Construction, Inc.)
 Kraig Lassig (Lautz Lassig Custom Builders)
 Tom Thompson (life) (T.N. Thompson Enterprises)

WBA (STATE) Directors

Jeremy Reed (Habitat for Humanity La Crosse)
 Jody Swenson (Knight Barry Title United LLC)
 Joe Kress (Century 21 Affiliated)
 Kraig Lassig (Lautz Lassig Custom Builders)
 Mark Etrheim (life) (MasterCraft Homes)
 Tom Thompson (life) (T.N. Thompson Enterprises)
 Jon Olson (life) (Jon Olson Construction, Inc.)
 John Lautz (honorary) (Lautz Custom Builders)

LABA Staff

Executive Officer: Tena Bailey
 Executive Assistant: Christina Mehrkens
 Building Manager (part-time): Jonathan Heinz

Home Show Committee Members

Chairperson: Sara Buchner (Park Bank)
 Betty Christiansen (*Coulee Region Women* magazine)
 Rachel Persson (*Coulee Region Women* magazine)
 Jody Swenson (Knight Barry Title United LLC)
 Andrew Lamprecht (La Crosse Truck Center Ford)
 Alex Goodman (Wisconsin Building Supply)
 Alex Wegner (TDS Telecom)
 Cassandra Douglas (Gerrard-Hoeschler)
 Douglas Billings (Gerrard-Hoeschler)
 Tim Hadsall (Avalon Design Group)

816 2nd Avenue S., Ste. 100 | info@labaonline.com
 Onalaska, WI 54650 | www.labaonline.com
 608-781-5242



1.49%
INTEREST RATE

2.19%
ANNUAL PERCENTAGE RATE

Construction Loan

Your memories start here.

When you picture yourself at home, what do you see? From cooking special meals in the kitchen to a lazy Sunday on the couch, we know a house holds your favorite moments, big and small.

As your mortgage partner, we're proud to help bring your home dreams to life with flexible, affordable options for buying or building.

Trust our team to understand your goals and work to accomplish them together.



Dawn Garms
Onalaska Office
(608) 779-8222



B.J. Hamilton
La Crescent Office
(507) 895-9708



Tina Mueller
Onalaska Office
(608) 779-8294



Fund your dream home.

www.merchantsbank.com/5down

Rate subject to change.
Subject to approval.
Member FDIC



FIRST AMERICAN

Roofing & Siding, Inc.

Your Full Service Exterior Remodeler!



1472 State Road 35
Onalaska, WI 54650

Visit Our Showroom!



608-783-3101
www.FirstAmericanRoofing.com
Licensed and Insured in WI & MN

WIESER

SEPTIC & EXCAVATING

Give us a call for all your
SEPTIC & EXCAVATING needs!

Plan ahead-call early to get on the schedule!

507-895-8213

- Septic design work
- Septic inspections
- Septic consultation
- Sewer & waterline laterals
- Excavator/Dozer work with full GPS
- Basements & driveways
- Drain tile systems
- City water & sewer
- Conservation work

MN Lic. #2929 & Bonded • Len Wieser Jr.
www.wieserseptic.com • La Crescent

HOME DESIGN STARTS IN THE KITCHEN

TIE EVERYTHING TOGETHER WITH
MATCHING INTERIOR DOORS

BADGER

badgerlax.com

MILLWORK • EXTERIOR DOORS • CABINETS • SIDING • DECKING & RAILING



Find the Builder Right for You

Here's what to ask before you hire a builder for your home.

If you're thinking about building a new home in 2023, one key step you'll have to take is finding a home builder. Working with an experienced, professional builder—like members of the La Crosse Area Builders Association (LABA)—can make a big difference when it comes to creating your dream home. Seeking out a home builder that will meet your expectations involves targeted research and asking the right questions. Below are some steps you can take to find a builder who is right for you.

Make a list of potential builders

With so many companies to choose from, the best first step is to make a list of potential builders. LABA has a list of member builders who work in this area, many of whom showcase their work in LABA's annual Parade of Homes event. If you want to add more names to your list, consider reviewing the real estate section of the local newspaper for builders and projects. Many builders advertise what type of homes they construct and may offer a price range. Another great source is local real estate agents, or ask friends and relatives for their recommendations.

Ask questions

Once you've generated a robust list of potential builders, reach out and ask questions. You can start by asking about associated costs in the short and long term, such as financing options, fees, homeowner's association dues and estimated taxes on the property. Don't forget to secure references of recent buyers. A professional

builder will be able to provide you with names and contact information of customers. When you connect with a reference, talk to them about their experience working with the builder in terms of planning, timelines and budgeting.

Get to know your builder

Once you've narrowed down your list, make sure the home builder has substantial experience building the type of home you want. You can ask to see model homes, example floor plans and design options. Some builders have professional designations, which is a sign that the builder has expertise in a specific area of building, for example, Certified Green building.

Establish communication expectations

Before you agree to work with a home builder, make sure to establish communication expectations. You both should agree on how often to connect to discuss updates throughout the project. It is best to determine what communication channel (email, text or phone) fits your needs. Taking this small but important step will help eliminate any confusion in the home building process and avoid damaging your relationship with your builder.

To meet local home building professionals and learn more about the home building process, attend the Home Show, contact LABA at 608-781-5242 or info@labaonline.com, or visit LABA on the web at www.labaonline.com.

SAVE with a New Federal Tax Credit on
up to **\$1,200** Energy-Efficient Hunter Douglas Shades*



- Help reduce your monthly utility costs with Hunter Douglas shades specifically designed to provide year-round insulation
- Contribute to a more sustainable environment by lowering your energy use

Contact Us to Learn More

Effective Jan. 1, 2023, select Duette Honeycomb Shades qualify for a U.S. Federal Tax Credit. As a result, customers may be eligible for a federal tax credit of 30% of the purchase value (up to \$1,200) on select purchases of Duette.



Save when temps heat up



Save when temps dip



Nikki Benzing

hidden valley *Designs*

608-526-9870
www.hiddenvalleyblinds.com
Located in Floorcrafters
N5570 Frontage Rd-Onalaska
Mon-Fri: 8am-5pm

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

440 Commerce St.
West Salem, WI 54669
beyercabinets.com

608.786.2220

Like us on Facebook

Renovating your home?

Shop at the ReStore!

Find new & used furniture, tools, and supplies for all your home projects at **50-75% off** retail prices.

Habitat for Humanity La Crosse Area

3181 Berlin Drive
La Crosse, Wisconsin
608.785.2373
Open Wednesday-Saturday
10:00am-6:00pm
habitatlacrosse.org



2022 Parade of Homes- People's Choice Winner

About La Crosse Area Builders Association (LABA)

The La Crosse Area Builders Association is a non-profit trade organization in Western Wisconsin.

Our goal is to educate our members and advocate for affordable housing and responsible government.

What can LABA do for you?




- Help you find the right person to complete your home project.
- Host popular events throughout the year (Home Show, Parade of Homes, Build My Future, Cabin Fever and more).
- Watch out for industry changes that can affect home building and remodeling.

LABA members are committed to providing consumers with exceptional services, quality products and materials available.

To find builders, electricians, plumbers, roofers and more, visit our Online Member Directory for free at the website below.



Stay Updated

 www.LABAonline.com

 @LaCrosseAreaBuildersAssociation

 @labaonline





WHERE WILL YOU BUILD YOUR DREAM HOME?



HIDDEN PRAIRIE

\$74,000 - \$79,000 • .5+ acre lots
 Single family lots with space for an additional detached garage
 Neighborhood park
 320 acres of public conservancy land
 Minutes from Holmen
 Ready for this years construction!



FOREST VIEW ESTATES

\$54,900 - \$79,900
 City lots with water and sewer
 7 acre dedicated city park
 View of the surrounding bluffs and farm fields
 Walking distance to Deerwood Park and trail system

Contact Chris Richgels for more information • 608-781-7689 • Chris@OnalaskaRealty.com • www.OnalaskaRealty.com



CALL FOR A FREE CONSULTATION
 844-487-5617
 couleeregionmobility.com



LAWN CARE | IRRIGATION | MOWING
 PEST CONTROL | HOLIDAY LIGHTING

Your trusted team for over 30 years!

OSILAWN.COM | 608-786-3202



Build My Future

LABA works to match students with high-demand careers in building.

If you're in the building industry, you've noticed that it's hard these days to find workers trained in construction and related trades. If you're a high school student who isn't sure if a four-year college degree is for you, you may be wondering what other options are available. Fortunately for both builder and student, the La Crosse Area Builders Association (LABA) has added a new opportunity for the two to meet—and not just meet, but give the student a hands-on way to sample the immense variety of skills and opportunities the building industry has to offer. That event is Build My Future.

A career in the building industry provides young people with marketable skills and a solid income without the requirements of a four-year college education. And support of such training ensures contractors and others in the construction field have the workers they need. While LABA has long promoted programs that offer local students the opportunity to meet builders and contractors in a number of fields, Build My Future is the first that allows students to actually try their hand at those jobs—and get an immediate taste of what a career in a building trades could offer them.

Promote, recruit, educate, hire

Build My Future is a hands-on career day and industry showcase that connects employers and technical colleges with workforce candidates who are interested in exploring the trades. This event gives students the opportunity to spend a day in the skilled trade industry through interactive activities and demonstrations.

A Build My Future event offers participating students the opportunity to engage with the industry through hands-on activities, simulations and much more. It's an opportunity for students to roll up their sleeves and give jobs in many industries a try, whether carpentry, electrical, plumbing, welding, masonry or operating heavy equipment. The aim is to promote the trades,

leading to recruitment into training programs and education of a new generation of tradespeople who can be hired imminently by those in the building industry.

Build My Future began in Missouri in 2014, the result of an effort to address a lack of workers, training costs and a lack of interest in the skilled trades from the emerging workforce. The Build My Future Expo was created to introduce high school students to the meaningful and good-paying career opportunities available in the industry. Educating over 900 students in its first year, Build My Future has grown every year and spread throughout the nation.

LABA brings it local

This April, the La Crosse Area Builders Association will host a Build My Future event at the Omni Center in Onalaska, the first of its kind in the Coulee Region. With cooperation from sponsors who help fund the event, professionals who bring their skills and simulations to the event, and high schools who encourage students to attend the event, LABA seeks to create a self-sustaining program that supports workforce development for LABA members, builders, associates and community businesses.

“Our Building Careers Day events in the past have connected builders and students through on-site visits and demonstrations,” says Tena Bailey, the executive director of LABA. “But this event provides the thing that was missing: the opportunity for a hands-on experience.”

LABA is planning for 750 students from high schools all over the region for hours of activities provided by industry partners of all types—and over 650 are registered to attend so far. For more information, and to register, contact LABA at BuildMyFuture@labaonline.com or 608-781-5242.

Build a Solid Career in the Trades

Rewarding career paths such as carpentry, plumbing and HVACR do not require a four-year degree and have the earning potential of more than \$50,000 a year. In fact, many skilled trades offer apprentice opportunities so students can earn while they learn. If you're considering a career in building, your current skills are likely a match for at least one career path in the skilled trades.

Carpenter. Critical thinkers who are detailed oriented are drawn to carpentry. Carpenters construct and repair structures from wood and other materials. Precision is key in this position to ensure items are measured out exactly, as are problem-solving skills for project management and troubleshooting. According to the U.S. Bureau of Labor Statistics (BLS), the 2019 national average wage for carpenters was \$52,850 annually. The majority of carpenters are self-employed and are able to set their own schedule.

Electrician. Professionals in this field have excellent analytical skills and solid hand-eye coordination. From diagnosing problems to working with a variety of tools and technology, this career choice offers job satisfaction through daily challenges. Qualified electricians are always in demand. According to the BLS, the 2019 national average wage for electricians was \$60,370 annually and employment for electricians is expected to grow 10 percent by 2028.

Painter. Communicating clearly with clients is key as a professional painter. Painters have to make some judgments on what looks good and ensure all details are sharp and neat. There is always a need for experienced painters. According to the BLS, the 2019 national average wage for painters was \$44,640 annually.

Plumber. In general, plumbers are excellent listeners and problem-solvers, two important skills for troubleshooting issues. Plumbers install, repair and maintain pipes in residential, commercial and/or industrial buildings. As long as there are complex water systems in and outside of homes, there will be a need for reliable plumbers. According to the BLS, the 2019 national average wage for plumbers was \$59,800 annually. Employment wage for plumbing is expected to grow 14 percent by 2028.

HVACR Technician. A heating, ventilation, air conditioning and refrigeration technician is a rewarding career path for individuals who excel in customer service and critical thinking skills. The need to replace older units or systems with more energy-efficient models is growing, so HVACR technicians are always needed. According to the BLS, the 2019 national average wage for HVACR technicians was \$51,420 annually. Employment for HVACR is expected to grow 13 percent by 2028.



LA CROSSE AREA BUILDERS ASSOCIATION MEMBERSHIP DIRECTORY

3 & 4 Season Porches/Sunrooms

Board Store Home Improvements, Inc., The Techno Metal Post (608) 782-8877 (608) 807-7190

Accounting Services

JRM & Associates, LLC (608) 781-8712

Advertising Specialists

Coulee Region Communications LLC (608) 783-5395
La Crosse Tribune (608) 782-9710

Appliance Dealers & Suppliers

Karl's TV & Appliance, Inc. (608) 784-6868
Midwest TV & Appliance (608) 781-1010
Wesco Home Furnishings (608) 269-2115

Architectural Services

5th Avenue Design Services (608) 784-9083
Kees Architecture LLC (608) 519-0643
La Crosse Custom Drafting (608) 386-0307

Automotive Sales/Leasing/Service

La Crosse Truck Center Ford (608) 791-4663
Nels Gunderson Chevrolet (715) 597-3180

Basement Waterproofing

American Waterworks (800) 795-1204
Waldenberger, Inc. (608) 526-4219

Block & Brick

County Materials (608) 526-9020
Stone Distribution LLC (608) 713-7754

Building Materials & Suppliers

Badger Corrugating Co. (608) 788-0100
Balduzzi Lumber Co., Inc. (608) 783-3329
Beaver Builders Supply, Inc. (608) 526-3232
County Materials (608) 526-9020
Hatch Building Supply (608) 782-3800
Home Depot (608) 392-1400
Menards - Onalaska (608) 779-0207
Used Anew LLC (608) 487-0547
Wisconsin Building Supply, Inc. (608) 781-3900

Cabinets & Countertops

An Eye For It Consulting & Design LLC (608) 540-8458
Beaver Builders Supply, Inc. (608) 526-3232
Beyer Custom Cabinets, LTD (608) 786-2220
Board Store Home Improvements, Inc., The Decker Design, Inc. (608) 783-5667
Elegant Stone Products Gerhards (608) 637-7077
Heartwood Custom Cabinets LLC (608) 519-5414
Pons Countertops LLC (608) 780-6455
Wisconsin Building Supply, Inc. (608) 738-2868 (608) 781-3900

Carpentry (Interior Finish Work)

Kirchner Custom Builders, Inc. (608) 782-3087
Lautz Lassig Custom Builders (608) 786-2535

Concrete Construction

ACT Concrete, Inc. (608) 769-3822
Marlin Homes LLC (608) 779-4617
Waldenberger, Inc. (608) 526-4219

Concrete Flatwork

Marlin Homes LLC (608) 779-4617

Concrete Suppliers

Croell Redi-Mix, Inc. (608) 781-3200
River City Ready Mix (608) 781-5577

Contractors (General)-Minnesota Licensed

Best Custom Homes, Inc. (608) 786-4923
Kirchner Custom Builders, Inc. (608) 782-3087
Lautz Lassig Custom Builders (608) 786-2535
Mastercraft Homes, Inc. (608) 781-7200
Wendler Construction Solutions LLC (920) 202-1329

Contractors (General/Custom Builder)

American Construction Co. (608) 377-7201
Best Custom Homes, Inc. (608) 786-4923
Bluske Custom Builders LLC (608) 783-3021
BT Complete Construction (608) 852-7832
Call Construction LLC (608) 792-1471
Coleman Custom Homes LLC (507) 259-4931
Fletcher Construction, Inc. (608) 317-5274
Goehner Construction (715) 299-1965
Golden View Homes LLC (608) 797-2755
Habitat for Humanity La Crosse Area (608) 785-2373
J. Preeshl Construction (608) 783-5712
Jon Olson Construction, Inc. (608) 781-5428
Kickapoo Homes of Viroqua, Inc. (608) 637-8181
Kirchner Custom Builders, Inc. (608) 782-3087
Kjell Hatlevig Construction LLC (608) 385-7738
Lautz Lassig Custom Builders (608) 786-2535
Lifetime Design Homes (608) 386-0638



Elegant Stone Products has specialized in the fabrication and installation of both natural stone and manufactured stone counters for homes and business since 1999. Whether you choose granite, marble, soapstone or quartz, we offer the highest quality stone products for your home!

Today we distribute our granite and other stone products through 100-plus design showrooms, cabinet makers, kitchen and bath designers and building/flooring supply companies throughout Wisconsin, Minnesota and Iowa.

608-637-7077 | www.elegantstoneproducts.com
1050 Nelson Parkway | Viroqua, WI 54665

Window World WINDOWS PATIO & ENTRY DOORS

WE HAVE 2023 TAX CREDIT QUALIFIED WINDOWS & DOORS CALL FOR DETAILS.

Contact Us FREE QUOTES
☎ **608-519-3230**
🌐 WindowWorld.com
📍 Onalaska, WI

Once Again Window World was ranked number one in customer satisfaction, receiving the highest score in the retail segment of the J.D. Power 2022 U.S. Windows and Patio Doors Satisfaction Study.

This WINDOW WORLD® Franchise is independently owned & operated by Window World of La Crosse, LLC under license from Window World, Inc. WI Lic #1251864 MN Lic # CR754353

LA CROSSE AREA BUILDERS ASSOCIATION MEMBERSHIP DIRECTORY

Mark Smith Construction (608) 780-5998
 Mastercraft Homes, Inc. (608) 781-7200
 Moore & Moore Reno and Construction (608) 780-2913
 Raven Builders LLC (608) 769-2903
 Sader Construction LLC (608) 526-6372
 T.N. Thompson Enterprises (608) 792-8453
 Town & Country Homes LLC (608) 792-2077
 Traditional Trades, Inc. (608) 783-4785
 Weidemann Construction LLC (507) 313-8317
 Wendler Construction Solutions LLC (920) 202-1329

Contractors (Green Certified)
 Best Custom Homes, Inc. (608) 786-4923

Cultured Stone Products
 La Crosse Fireplace Company (608) 788-7200

Decks & Gazebos
 ABC Supply Co. (608) 779-2001
 Balduzzi Lumber Co., Inc. (608) 783-3329
 Lautz Lassig Custom Builders (608) 786-2535
 Phillips Outdoor Services (608) 783-4200
 Techno Metal Post (608) 807-7190
 Weidemann Construction LLC (507) 313-8317
 Wendler Construction Solutions LLC (920) 202-1329

Design Service
 5th Avenue Design Services (608) 784-9083
 Avalon Design Group, Inc. (608) 284-8412
 Mastercraft Homes, Inc. (608) 781-7200
 Proformance Construction (608) 788-0115
 Rugroden Drafting & Design (608) 526-2990
 T.N. Thompson Enterprises (608) 792-8453

Development
 Gerrard Development (608) 782-4488

Drywall Contractors
 Earley Drywall & Construction, Inc. (608) 784-5611
 Impact Drywall (608) 385-6375

Drywall Suppliers
 Bond Drywall Supply, Inc. (608) 783-6273

Electrical Contractors
 Elite Electrical Solutions LLC (608) 386-0575
 Kish & Sons Electric, Inc. (608) 783-5474
 Olson Solar Energy (608) 780-2347
 Stetter Electric (608) 769-5890

Electrical Supplier
 Van Meter, Inc. (608) 790-9950
 Viking Electric Supply, Inc. (608) 796-1761

Employment Agencies
 Tradesmen International (608) 781-5647

Excavating
 MJG Excavating, Inc. (608) 783-7223
 Rybold Excavating & Plumbing, Inc. (608) 526-5994
 Wieser Septic & Excavating (507) 896-3922

Fencing/Pet Containment
 Phillips Outdoor Services (608) 783-4200

Financial Institutions/Services
 1st Community Credit Union (608) 366-2306
 Altra Federal Credit Union (800) 755-0055
 Associated Bank (608) 793-3800
 Bremer Bank (608) 782-6711
 CCF Bank (608) 633-6136
 Citizens First Bank (608) 534-6335
 Coulee Bank (612) 386-7672
 Edward Jones (608) 788-6420
 Merchants Bank (608) 779-8294
 Park Bank (608) 526-5502
 Verve a Credit Union (608) 785-4779
 WNB Financial (608) 399-3187

Fireplaces, Stoves & Chimneys
 La Crosse Fireplace Company (608) 788-7200

Flooring
 Builders Flooring, Inc. (608) 779-5366
 Carpet One of La Crosse (608) 784-9800
 Carpets To Go (608) 783-3750
 Coulee Carpet Center (608) 788-6445
 Decker Design, Inc. (608) 783-5667
 Floorcrafters, Inc. (608) 783-1088
 Interior Designs, Inc. (608) 526-3386
 Paveman Designs LLC (507) 995-8215
 Used Anew LLC (608) 487-0547
 Wendler Construction Solutions LLC (920) 202-1329
 Wesco Home Furnishings (608) 269-2115
 Wisconsin Terrazzo, Inc. (608) 779-5010



SAVE THE DATE

August 18-20, 2023 | Various Sites
 Go to www.labaparadeofhomes.com
 for more information



Learn more at xcelenergy.com/HomePerformance.



© 2019 Xcel Energy Inc.

LA CROSSE AREA BUILDERS ASSOCIATION MEMBERSHIP DIRECTORY

Foundations - Contractors

Waldenberger Inc. (608) 526-4219

Furniture/Accessories

Wesco Home Furnishings (608) 269-2115

Garage Construction

Lautz Lassig Custom Builders (608) 786-2535

Garage Doors

JBrooke Garage Door LLC (608) 790-7355

Overhead Door Company of the 7 Rivers Region, Inc. (608) 783-6080

Garage Floor Coating

Garage Force of La Crosse (608) 633-0155

Paveman Designs LLC (507) 995-8215

Glass & Mirrors

Glass Interiors of La Crosse (608) 782-2334

Gutters & Downspouts

Advanced Seamless, Inc. (608) 786-2929

Kendhammer (608) 790-9111

Roofing & Construction

Larson Home Services (608) 222-9919

Premier Seamless (608) 498-3773

Heating, Ventilation & A/C Contractors

Absolute Comfort (608) 385-3328

Heating & A/C LLC Bagnieski (608) 782-0664

Heating & Air Conditioning Bostrack (608) 799-9805

Heating & Air Conditioning Flocks Heating & A/C Inc (608) 654-5522

Paul's Heating (608) 784-0751

& Air Conditioning, Inc. Schneider (608) 782-4035

Heating & Air Conditioning

Home Automation Systems

Advanced Multimedia Solutions (608) 783-0949

Audio Video Pros, The (608) 779-9395

HDAV (608) 780-4691

Kish & Sons Electric, Inc. (608) 783-5474

Home Entertainment Systems

Advanced Multimedia Solutions (608) 783-0949

Audio Video Pros, The (608) 779-9395

HDAV (608) 780-4691

Home Improvement & Remodeling

Board Store Home (608) 782-8877

Improvements, Inc., The (608) 526-9383

Bruce Johnson Construction (608) 385-1941

Home Maintenance Experts LLC (608) 781-5428

Jon Olson Construction, Inc. (608) 790-9111

Kendhammer

Roofing & Construction

Kirchner Custom Builders, Inc. (608) 782-3087

Lautz Lassig Custom Builders (608) 786-2535

Moore & Moore (608) 780-2913

Reno and Construction

Parcher Home Improvement (608) 779-9953

Proformance Construction (608) 788-0115

River Valley Remodelers LLC (800) 240-5675

Stone Distribution LLC (608) 713-7754

T.N. Thompson Enterprises (608) 792-8453

Ulrich Construction LLC (608) 788-2806

Weidemann Construction LLC (507) 313-8317

Wendler Construction Solutions LLC (920) 202-1329

Your Home Improvement Company (855) 792-4333

Insulated Concrete Forms

Marlin Homes LLC (608) 779-4617

Insulation/Insulation Installers

Clear Choice Energy Solutions (608) 526-3582

E & B Insulation (608) 269-5839

First American (608) 783-3101

Roofing & Siding, Inc. Green Built Insulation LLC (608) 769-0501

Larson Home Services (608) 222-9919

Lifetime Insulation (507) 696-1260

Select Spray Foam (608) 317-9382

Top Notch Ultimate Insulation (608) 386-1711

ADVANCED SEAMLESS INC.
Improving Homes Since 1989

Not just the one product we have, but the one that works for you!

- 5" K style • 6" K style
- Straight Face 5" Style
- Leaf Away
- Unlimited color finishes to match your home
- Multiple protection systems for new & existing gutters

AdvancedSeamlessInc.com
FEATURES ALUMINUM RAIN-GUTTERS, DOWNSPOUTS, GUTTER PROTECTION SYSTEMS

(608) 786-2929

Thank You TO OUR SPONSORS

MAJOR EVENT SPONSORS



DAILY EVENT SPONSORS

FRIDAY

Balduzzi's

OLSON SOLAR ENERGY

SATURDAY

WNB FINANCIAL
MORE THAN A BANK

OLSON SOLAR ENERGY

The Board Store
Home Improvements, Inc.

SUNDAY

Altra
Outdoor Living

LA CROSSE FIREPLACE CO., LLC

SCAVENGER HUNT SPONSOR | MEDIA SPONSOR | REUSABLE BAG SPONSOR

BUDGET BLINDS

women
COULÉE REGION

Merchants Bank

EXHIBITOR PARTY SPONSORS

- Wisconsin Building Supply
- Park Bank
- TDS Telecom
- Lautz Lassig Custom Builders

PEN SPONSOR: First American Roofing & Siding

BOOTH MAP SPONSOR: Olson Solar Energy

BREAKFAST SPONSOR: Coulee Bank

VENDOR HOSPITALITY SPONSOR:
Gerrard-Hoeschler

FLOWER SPONSORS:

- Sebesta Pools & Spas
- Gerrard-Hoeschler
- Associated Bank
- Overhead Door Company of the 7 Rivers Region

COMPLIMENTARY TICKET SPONSORS:

- Golden View Homes LLC
- Clear Choice Energy Solutions

RESTROOM SPONSOR: Wieser Septic & Excavating

ONLINE PARTICIPATION SURVEY SPONSORS:

- Wisconsin Building Supply

LA CROSSE AREA BUILDERS ASSOCIATION MEMBERSHIP DIRECTORY

Insurance

Coverra Insurance Services, Inc. (608) 526-6345
 Edward Jones (608) 788-6420
 Fleis Insurance Agency, Inc. (608) 783-5206
 Insurance Center, The (608) 783-6441
 Noble Insurance Service (608) 779-5500
 TRICOR Insurance (608) 784-2775

Interior Design

Brit Holtan Interior Design (608) 769-4520

Investments and Financial Planning

Coulee Bank (612) 386-7672
 Edward Jones (608) 788-6420

Irrigation/Sprinklers

Outdoor Services, Inc. (OSI) (608) 786-3202

Kitchen & Bath Designs

An Eye For It (608) 540-8458
 Consulting & Design LLC
 Beyer Custom Cabinets, LTD (608) 786-2220
 Board Store Home (608) 782-8877
 Improvements, Inc., The
 Marble Shop, The (608) 783-2277

Landscaping

Phillips Outdoor Services (608) 783-4200
 RiverCity Lawnscape, Inc. (608) 526-9780

Lawn Maintenance

Outdoor Services, Inc. (OSI) (608) 786-3202

Lighting/Light Fixtures

Gerhards (608) 519-5414
 Kish & Sons Electric, Inc. (608) 783-5474
 Van Meter Inc. (608) 790-9950

Maintenance-Residential and Commercial

Home Maintenance Experts LLC (608) 385-1941

Marketing Aids/Embroidery/Screen Printing

MarketSharp (608) 779-5165
 Software and Services

Marketing/Websites/Photography

Hazel Media LLC (608) 618-0257

Media

Magnum Communications, Inc. (608) 372-9600
 Mid-West Family La Crosse (608) 796-2580

Mobility Lifts, Elevators, Ramps

Coulee Region Mobility LLC (844) 487-5617

Mortgage Lender/Servicer

Altra Federal Credit Union (800) 755-0055
 Associated Bank (608) 793-3800
 Coulee Bank (612) 386-7672
 Johnson Financial Group (920) 225-5550
 Merchants Bank (608) 779-8294

Paint Suppliers

Sherwin-Williams (608) 781-1009

Painting Contractors

Home Maintenance Experts LLC (608) 385-1941
 Prime 1 Painting and More (608) 769-5642
 Wendler Construction (920) 202-1329
 Solutions LLC

Pest Control

Outdoor Services, Inc. (OSI) (608) 786-3202

Plumbing Contractors

Every Plumbing & Heating, Inc. (608) 783-2803
 Maxwell-White Plumbing, Inc. (608) 786-4004

Plumbing Suppliers

Gerhards (608) 519-5414

Portable Sanitation

Arcade Portables LLC (888) 525-7229

Printing

Supreme Graphics (608) 323-3366

Propane/LP Gas/Fuel Oil/Gas/Diesel

Consolidated Energy Company (608) 782-3308

Radon Mitigation

Schneider (608) 782-4035
 Heating & Air Conditioning

Real Estate Agents & Companies

Century 21 Affiliated (608) 784-2121
 Gerrard-Hoeschler (608) 781-7355
 Re/Max First Choice (608) 781-7689
 The Siewert Group (608) 467-5452
 Tika Herritz Realtor (608) 518-0266

Real Estate Closing & Escrow Services

Knight Barry Title United LLC (608) 791-2000
 Town n' Country Title LLC (608) 323-3255

Reclaimed Building & Design Materials

Used Anew LLC (608) 487-0547

Renewable Energy

Olson Solar Energy (608) 780-2347

Rental Property

Nicolai Apartments (608) 788-7962

Retaining Walls

Stone Distribution LLC (608) 713-7754

Roofing/Roofing Supplies

ABC Supply Co. (608) 779-2001
 Beaver Builders Supply, Inc. (608) 526-3232
 First American (608) 783-3101
 Roofing & Siding, Inc. (877) 423-7663
 GAF (608) 865-2116
 Heidlage Contracting, Inc. (608) 790-9111
 Kendhammer
 Roofing & Construction (608) 222-9919
 Larson Home Services (608) 713-7754
 Stone Distribution LLC (920) 202-1329
 Wendler Construction Solutions LLC

Security Systems

Advanced Multimedia Solutions (608) 783-0949

Septic/Sewer & Water Contractors

Rybold Excavating & Plumbing, Inc. (608) 526-5994
 Wieser Septic & Excavating (507) 896-3922

Siding

ABC Supply Co. (608) 779-2001
 Beaver Builders Supply, Inc. (608) 526-3232
 Board Store Home (608) 782-8877
 Improvements, Inc., The
 First American (608) 783-3101
 Roofing & Siding, Inc. (608) 790-9111
 Kendhammer

Roofing & Construction

Stone Distribution LLC (608) 713-7754
 Weidemann Construction LLC (507) 313-8317
 Wendler Construction (920) 202-1329
 Solutions LLC

Signs & Films

Energyline International (612) 300-5905

Spas & Swimming Pools

HotSpring Spas & Pools (608) 788-7747
 of La Crosse
 Sebesta Pools (608) 779-5416

Spray (Urethane) Foam Applicators

E & B Insulation (608) 269-5839
 First American (608) 783-3101
 Roofing & Siding, Inc.
 Select Spray Foam (608) 317-9382

Stone Products

Stone Distribution LLC (608) 713-7754

Telephone/Communications Company

TDS Telecom (608) 792-4355

Tile Installation

Builders Flooring, Inc. (608) 779-5366

Title Insurance

Knight Barry Title United LLC (608) 791-2000
 Town n' Country Title LLC (608) 323-3255

Trash Removal/Recycling

Harter's Quick Cleanup (608) 782-2082
 Hilltopper Refuse & Recycling (608) 783-6727

Trusses/Truss Builder

Beaver Builders Supply, Inc. (608) 526-3232
 Wisconsin Building Supply, Inc. (608) 781-3900

Utilities

Olson Solar Energy (608) 780-2347
 Riverland Energy Cooperative (608) 323-3381
 Xcel Energy, Inc. (608) 789-3631

Wall Coverings

Used Anew LLC (608) 487-0547

Water Pumps/Softeners/Conditioning

Simplified Water LLC (608) 399-5656

Window Treatments & Coverings

Budget Blinds of (608) 860-6050
 La Crosse & Winona
 Hidden Valley Designs, Inc. (608) 526-9870

Windows & Doors

ABC Supply Co. (608) 779-2001
 Balduzzi Lumber Co., Inc. (608) 783-3329
 Board Store Home (608) 782-8877
 Improvements, Inc., The
 Clear Choice Energy Solutions (608) 526-3582
 Kendhammer (608) 790-9111
 Roofing & Construction
 Kratt Lumber (608) 788-2600
 Window World of La Crosse LLC (608) 519-3230
 Windows by Pella, Inc. (608) 788-7313
 Wisconsin Building Supply, Inc. (608) 781-3900

Wood Floors

Ageless Wood Floors (608) 488-2227
 Builders Flooring, Inc. (608) 779-5366
 Carpets To Go (608) 783-3750
 Woodwerks, Inc. (608) 269-4888

EVERYTHING FOR YOUR NEXT PROJECT AT **MENARDS**®



KLĒARVŪE®
CABINETS



• MASTERCRAFT •



TUSCANY



• Patriot LIGHTING •

Save
BIG
Money®

Shop in store,
SCAN THE QR CODE ▶

or shop online at **MENARDS.com**®
to start your project!



BUILD YOUR PLANS INTO YOUR DREAM HOME!

**Low Rate Construction Loans
& Experienced Lenders**

SAVE THE DATE

Upcoming Home Buying
After Hours Events

March 7th • La Crosse

March 14 • Winona

March 28th • La Crescent

1.49%
RATE

3.078%
APR*

Altra
Federal Credit Union

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

608-787-4500

800-755-0055

www.altra.org

*1.49% rate corresponding APR (annual percentage rate) of 3.078% assuming a \$200,000 loan amount, without mortgage insurance, closing on the first of the month, and prepaid finance charges of \$1,290. Rates as low as 1.49% available for new owner-occupied construction loans up to \$750,000 maximum, after construction is complete, rate is dependent upon member qualifications. Some restrictions may apply. Repayment terms will depend on timing of draws. Rate subject to change. Please contact Altra for additional loan options. Membership eligibility required. Loans available to qualified members. Equal Housing Lender.

Federally insured by NCUA.





Mid-century modern lines are obvious in both the architecture and decor of the Greenses' La Crosse home, along with custom features like the stained glass panel (top right) that slides into place to hide away Stephanie's kitchen desk and work area.

Making Mid-Century Modern

Stephanie and Mike Greene's "forever" home focuses on entertaining and aging in place.

BY SARAH ARENDT-BEYER | PHOTOS BY DIANE RAAUM PHOTO

The first glimpse of Stephanie and Mike Greene's home, perched high on a hillside, reveals gracious angles with a modern aesthetic. Its elegant exterior hints at something special inside.

That promise holds true. A spacious entryway holds a floating bench made of beautiful oak that was logged from the land the house sits on. It was milled by a friend as a housewarming gift and invites visitors to remove their shoes and stay awhile.

BUILT FOR HOSPITALITY

The Greenses love entertaining, and the home was built with hospitality in mind. A spacious living room features an inviting couch perfectly situated to take in the stunning view of La Crosse through floor-to-ceiling custom windows. A reading nook, inspired by one in the couple's former home, offers the perfect place to snuggle in with a book or join in the conversation. A gorgeous fireplace from La Crosse Fireplace Company separates the living room from the dining room, allowing guests in both rooms to enjoy a cozy fire. Stephanie had considered adding a buffet for entertaining, but a suggestion from the couple's architect resulted in a clever, space-saving solution. A front

window is set deep within the wall, forming a natural waist-high shelf between the kitchen and dining room. Presto! More natural light *and* a conveniently located buffet. "I think that's the unique thing about working with an architect," Stephanie says. "There's no wasted space in this entire house. All of it has a purpose or a function in some way."

"We wanted to design our own home or have a home that had specifically what we wanted and really matched our personalities," Stephanie adds. A Google search led them to Mike Swinghamer of River Architects, along with Clint Rasmussen—who, serendipitously, they later learned, lives right next door!

DESIGNED FOR THE FUTURE

The couple, who had returned to La Crosse after living in the Twin Cities, also wanted a home they could age into. "Our number one thing was, it has to be livable on one level and there can't be stairs," says Stephanie. Today, the home has a zero entry from the garage and from the front door. The shower is zero entry. The laundry room and the primary bedroom are on the main floor.

"All the doorways are wide enough that if somebody ends up in a



wheelchair, we can function perfectly in this house without having to do a total remodel on it,” Stephanie notes. “We have this really lovely finished lower level, and if we get to a point where we can’t be in that space, we don’t have to worry about it. There’s nothing down there that we *need* to be able to access.” If they do find they want easier access to the basement, the home was designed to make it possible to add an elevator later—another thoughtful recommendation from River Architects.

Also at the top of Stephanie’s wish list was something simple: a desk. She wanted a place of her own to work, pay bills—things she *used* to do at the kitchen counter. Her goal was to have a dedicated space where she could easily stop mid-project when company arrived, or so she could begin cooking dinner without having to clear things from the counter. Now, in a delightful nook near the kitchen sits a built-in desk tucked into a recess in the wall. It has an exterior window, where she can watch deer and other wildlife.

And best of all, “there is a 6-foot by 4-foot stained-glass window that’s set into a metal frame with wood around it, and it will slide down and cover my desk,” Stephanie says. The window was handcrafted by local artist Laurie Schroeder, and it is stunning. “She just really blew us away with it,” Stephanie says. Mike also got his own dedicated office space downstairs, with an adjacent kitchenette for beverages and snacks.

Mike and Stephanie chose the home’s decor themselves, including vintage pieces from chairish.com and cushions they had custom made by Kristin Ottesen Upholstery in Holmen. Three gorgeous hand-blown glass light fixtures hang above the dining room table, crafted by Vandalia Glassworks in South St. Paul, Minnesota. The lights are connected to a smart home automation system installed by Advanced Multimedia Solutions that allow Stephanie and Mike to control the lighting and music from an app on their phones.

PICKING THE RIGHT PEOPLE

Throughout the process, the Greenses’ hometown connections served them well. They chose Lantz Lassig Custom Builders, Inc. from West Salem as their general contractor, Bagniefski Heating

& Air Conditioning for HVAC, Maxwell White Plumbing for plumbing and Elite Electric for electrical—“Cory was a rock star,” says Stephanie. Michelle Prieur from Builders Flooring in Onalaska helped them select flooring, while Lori Engelhart of Wisconsin Building Supply provided invaluable advice on the kitchen design. Lois Becker of Midwest TV & Appliance and Nikki Benzing of Hidden Valley Designs were also important members of the build team, as were Melissa Braund of Prime 1 Painting & More and Susan Bute of The Finish Line.

“It seemed like every person who we ended up working with, there was some small-town connection to them in some way, which was really cool,” Stephanie notes, while adding, “Kraig (Lassig of Lantz Lassig Custom Builders) has done a really great job, the guys who work on Kraig’s team are just really phenomenal guys and the subcontractors that we’ve worked with have been just really great people.”

Stephanie’s advice for those considering building a home: “If you’re building a house that you are going to live in for a long time, working with an architect is the way to go,” she says. She also recommends being patient—things will *not* always go as planned. “You just have to realize that about 99 percent of what goes on is totally out of your control,” Stephanie notes. (Their windows and interior doors arrived late ... their garage door arrived early ... horrible rainstorms meant the foundation prep had to be redone ... things happen!)

And finally, Stephanie recommends enjoying the people that you’re working with. She says, “They share all the good news with you and all the bad news with you. And they’re the ones who, when you run into a wall and something’s just not happening the way it’s supposed to happen, they take care of things for you.” The Greenses spent over a year working with Lassig and now count him as a friend. “I can’t imagine, if we hadn’t loved him, how much more stressful building a house during Covid would have been!” says Stephanie.

In the end, the Greenses got exactly what they wanted: a beautiful home to entertain friends and family, where they can live comfortably, now and into the future. **CRW**

Sarah Arendt-Beyer is a writer in La Crosse.

Nominate an amazing woman you know for 2023 Mrs. Oktoberfest!

La Crosse Festivals Inc./Oktoberfest is now accepting nominations for Mrs. Oktoberfest

Nominate an amazing woman who is ...

- >> Actively involved in La Crosse community
- >> Able to devote her time to numerous Oktoberfest activities throughout the upcoming year
- >> Living within 20 miles of La Crosse
- >> Married (or has been married)
- >> At least 50 years old
- >> A La Crosse and Oktoberfest enthusiast!



VISIT www.oktoberfestusa.com for the complete nomination information

Nominations will remain active for three years of the original nomination.

All nominations must be received by the Mrs. Oktoberfest Selection Committee no later than **noon Friday, March 31, 2023.**



Immediate openings for 1- and 2-bedroom apartments

Assisted Living is better living at Havenwood of Onalaska

Check out Havenwood of Onalaska where carefree independence is the goal, where neighbors and staff become family, and where you'll have peace of mind knowing we're here if and when you need us.



To learn more, schedule a personal tour, or reserve your apartment, contact Andrea at apengra@walkermethodist.org or 608.615.4686.



Elliana Central HS Senior Fitness enthusiast Sister, friend, creative genius Ready for life <i>Teacher training.</i>	Nicola Retired nurse Mom, wife, British babe Dog walker extraordinaire Ready for the next adventure <i>For every walk of life</i>
---	--



The best part of your week.

608-781-2656 • pilatesstudiolax.com

Practically Posh
Life well decorated

NEW LOCATION!
986 12th Ave S.
Onalaska

608-519-5000

Store Hours
Mon-Thurs 10:00-6:00
Fri-Sat 10:00-5:00

@Practically_Posh

Interior design services available

DIANE RAAUM
PHOTO

608.738.8641
dianeraaumphotography1.shootproof.com

ACCOMPLISHMENTS



DEML RETIRES FROM THE BOARD STORE

Diane Deml has been with The Board Store Home Improvements since April of 2010. She learned the business by working the front desk before moving into the management role of Chief Marketing Officer, where she oversaw many facets of the business including the sales, customer service and marketing teams. "Learning the home improvements business has been a wonderful experience, and I will sincerely miss the changes and challenges that it brought my way," says Deml. "I am thankful for the lifelong friendships I have made and appreciate Miles and Lynn more than words can express." Deml's last day was January 20.



KLEKAMP NAMED COUNTY ADMINISTRATOR

Jane Klekamp was appointed to the position of La Crosse County Administrator in January after serving as interim administrator since the June 2022 retirement of Steve O'Malley. She has been associate county administrator since 2015 and has held positions as the justice support services manager, a project coordinator for the Office of Crime Victim Services at the Department of Justice and as a victim witness coordinator for La Crosse County.

She has a master's degree in social work from the University of Wisconsin-Madison and a bachelor's degree in social work from University of Wisconsin-La Crosse.



LIBRARY OF THE YEAR

Macintosh Memorial Library in Viroqua has been named by the Wisconsin Library Association as its 2022 Library of the Year. The award was presented at an annual conference in November 2022, with a celebration held at the library early this year.

Accomplishments that library staff say contributed to earning the award include an after-school program, library garden and library band, all designed to reach members of the community with resources, entertainment and support.

The current library building was completed six years ago, but the history of the library in Viroqua dates back more than 100 years.



WEHLING TO BE DAIRYLAND CFO

Dairyland Power Cooperative has announced that April Wehling, currently chief strategy officer, will succeed Phil Moilien as executive vice president and chief financial officer for the company. The transition will occur with Moilien's retirement in July.

Wehling joined Dairyland as controller in October 2016; she has subsequently also held the positions of director of the enterprise program management office and associate vice president for strategy. Prior to Dairyland, she spent 21 years working for Ingersoll Rand, Inc. under the Trane brand, primarily in finance and accounting. She holds a bachelor's degree from Viterbo University and MBA from Capella University.



BRILLIANT BODYWORK MOVES TO DOWNTOWN LA CROSSE

Brilliant Bodywork MedSpa is delighted to announce the opening of their spa in a new, expanded location: in the Hub on 6th at 400 N. Fourth Street, La Crosse. Brilliant Bodywork was opened in Onalaska in 2008 by owners Stephanie Andresen-Stevens and Adam Stevens and outgrew two locations before moving to La Crosse on January 9. In addition to offering skin care services, massage, tattoo removal, hair removal, facials, weight loss services and more, the new location houses the Restoration Ink tattoo removal nonprofit and a community education center. A grand opening is planned for June 1. To make an appointment, go to www.brilliantbodywork.com or call 608-783-8380.



WOMEN'S FUND SPRING FLING

Celebrate spring, women and giving with the Women's Fund of Greater La Crosse on Saturday, April 15, at the annual Spring Fling event kicking off a year of fundraising in support of local organizations that serve women and girls. This fun, casual gathering serves to support women-owned businesses and organizations working to make our community equitable for all women. This year's event will be held at Fox Hollow Banquet Hall in La Crosse from 10:30 a.m. to 1 p.m. and will feature local vendors, live music and more. Save the date and visit www.womensfundlacrosse.org to keep abreast of event details.

Healing Touch

Massage therapists employ a variety of techniques to address pain, head to toe.

BY JANIS JOLLY | CONTRIBUTED PHOTOS



Kaitlin Gelbmann, a licensed massage therapist at Coulee Health, works to ease muscle tightness for a patient turned on her side, a position that allows for massage therapy during pregnancy.

One side benefit of the isolation we've experienced through the pandemic is that we learned the value of human touch. Touch can heal, especially when the person doing the touching is skilled in a technique that can heal in specific ways. In the Coulee Region, there are many massage therapists who have a variety of techniques in their repertoire.

FOCUSED ON INDIVIDUAL NEEDS



Megan Breier, licensed massage therapist, Coulee Health

Megan Breier at Coulee Health in West Salem is trained to practice two techniques that target specific problems: Maya abdominal therapy for postpartum women and craniosacral therapy.

Breier says postpartum women often seek Maya therapy to soothe pelvic and low back pain because tissues connected to muscles around the abdomen tense up during the strenuous work of childbirth. Gentle kneading can release the tense muscles and increase blood flow. This therapy also can relieve menstrual problems

and some fertility issues.

Many people experiencing headaches are helped by craniosacral therapy. Gentle pressure is applied from the head to tailbone along the spine, relieving tension in connective tissues and muscles. Since the brain and spinal cord control the whole body, craniosacral therapy

is also used to treat widespread pain. Breier watches the client's expression and body language, looking for a relaxation response. The goal is decompression of fascia/connective tissue along the spine and cranium.

EASING PREGNANCY CHANGES



Kaitlin Gelbmann, licensed massage therapist, Coulee Health

Most who seek massage therapy seek to relax and treat pain—pregnant women even more so, because they are undergoing monumental hormonal and physical changes.

Kaitlin Gelbmann, a licensed massage therapist at Coulee Health certified in prenatal massage, says that lower back and glute pain are common among pregnant women. Massaging the full hip joint—front, back and side—helps to relieve these pains.

As the baby grows and the woman's center of gravity changes, ligaments and tendons are strained and stressed. In later pregnancy, the patient lies on her side or back while the therapist works on structures hidden by the growing uterus. Because pain can originate in a different place from where it is felt by the client, Gelbmann uses a 360-degree approach, working over the whole body to relax and minimize pain.



*Ann Beechler, licensed
massage therapist, Moxy
Salon & Spa*

RELEASING THE STRESS OF EMOTIONS

Reiki massage addresses emotional causes of stress and pain, says Ann Beechler, licensed massage therapist at Moxy Salon & Spa in Holmen.

“Emotions are held in our bodies,” she says. “When we have stress, it can manifest as physical pain.” Beechler has practiced Reiki and massage for 20 years and feels she has a special affinity for it. “I can sense what the client is feeling in their body using my hands. When I find a tense place, I encourage them to breathe very deeply and let it go.”

The massage relaxes them so they can do the work of releasing the emotional stress.

DEEPER RESULTS

Jennifer Lovrien owns and operates Driftless Massage in La Crosse. After 20 years as a massage therapist, she still enjoys learning new techniques to help her clients. She first had cupping treatment herself 13 years ago and was impressed with the



*Jennifer Lovrien, licensed
massage therapist,
Driftless Massage*

results. Eight years ago, she received her certification in myofascial and stationary cupping and routinely uses cupping on her clients. “I like to see results. I find with cupping, I get results,” she says.

Cupping is an ancient Chinese technique that can be used to relax the muscle and move toxins into the lymph system where the body can then rid itself of them. Suction or vacuum is applied to the skin, loosening fascia and increasing blood and lymph flow through the muscle.

Lovrien explains that all muscles are encased in fascia, a thin but extraordinarily strong connective tissue, which aids in stability and communication throughout the body. An injury will cause the fascia to tighten and block blood flow through the muscle. The cups she uses create a suction, loosening the fascia and increasing blood and lymph flow.

Cupping can quickly relieve tight muscles, and Lovrien reports most people feel a major difference right away. Temporary red to bluish circular marks on the skin are normal and can alert your therapist to how the treatment is working.

All of the therapists encourage their clients to be open about what they are looking for when scheduling a massage—whether to address sore muscles, ease other pain or simply enjoy a relaxing experience. There are personalized options for everyone. CRW

Janis Jolly is a freelance writer living in the beautiful Coulee Region.



DELIVERING COMPREHENSIVE CARE For Our Community

“We care about our patients. We readily look to go above and beyond and provide top notch quality care.”

- Carrie Lord, Director of Women’s Health Services

Tomah Health is committed to providing **quality, compassionate** care for women in our community. Our comprehensive services include gynecology, obstetrics, and pelvic floor therapy. Expecting mothers are supported with 4D ultrasound technology, four spacious birthing suites and options for water birth and natural delivery. **Healthy Women, Healthy Communities.**

Learn more about
Women’s Health Services at
TomahHealth.org



TomahHealth.org | 608.372.2181 | 501 Gopher Drive | Tomah, WI

Kristin Ottesen Upholstery LLC

www.Knottesen.com



*For an estimate email photographs and details to:
knottesen24@gmail.com*

*For an appointment call:
608-797-6553*

Holmen, WI

New Styling & Re-purposing

*Specializing in all things
furniture*

*Thousands of fabrics to
choose from*



THE COULEE REGION'S FANCIEST PORTA POTTY

RENT A STYLISH, SPARKLING CLEAN PORTA POTTY FOR YOUR SPECIAL EVENT!



NOW BOOKING FOR 2023

Call and reserve your Prissy Potty today!

952-221-8088

Prissypotty.com

Prissypotty@gmail.com



ROOFING & SIDING

BATHROOM, LAUNDRY & KITCHEN REMODELING



tjrimprovements.com | 608-519-2076
contactus@tjrimprovements.com

Coulee Region LIVING

The latest in Coulee Region home products and services!

LA CROSSE AREA BUILDERS ASSOCIATION

HOME Show

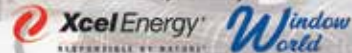
March 24-26, 2023

www.labahomeshow.com

SAVE THE DATE!



Sponsored by:



LABA HOME SHOW 2023 • OMNI CENTER, ONALASKA
Friday 4-8 p.m. • Saturday 10 a.m.-4 p.m.
Sunday 11 a.m.-4 p.m. • Adults \$7 • Children (under 18) FREE



608.519.0176
221 PEARL STREET
LA CROSSE

SAY CHEESE!

Sarah Clemens brings unique flavors to the table at Noble Rind Cheese Company.

BY LEAH CALL | CONTRIBUTED PHOTOS



Sarah Clemens gets excited when she talks about cheese, especially if it's a local cheese, a farmstead cheese or any cheese with a unique history or flavor. Small-batch, artisan cheeses have their own individual stories, and this Coulee Region woman loves to share them with customers at Noble Rind Cheese Company, her boutique cheese-focused shop and deli in Viroqua.

"That's my favorite thing about running the shop—being able to share with customers that I've actually been at this farm; this farmer is really nice; they've been farming this long; or this is how they built their aging cave, and this is how they make this certain cheese," says Clemens. "I love doing that."

A CHEESE MONGER'S TALE

Clemens' own story is of a young woman who grew to love cheese so much, she started her own shop. This cheesy love story began in the early 2000s, when Clemens was a young adult working at a shop in St. Paul, Minnesota. There she got her first taste of the local food movement.

"One of the first days working there, I had a really good piece of bread from a local bakery with local butter and local honey, and it was an instant revelation of how delicious this food was, all locally sourced," recalls Clemens. "I was hooked immediately."



Sarah Clemens, owner of Noble Rind Cheese Company

For Clemens, cheese brought home the farm-to-table connection. "That really excited me and inspired me, so I dove deep into learning about cheeses from that point on," she says.

Later, she was employed at a shop in Rochester, Minnesota, tending to cases filled with international and domestic cheeses. With the opportunity to taste hundreds of cheeses, Clemens fine-tuned her cheese knowledge. She eagerly learned about different regions and countries of origin, different milk types, and the aging and production styles.

She dove deeper, researching cheese, taking every class she could take and reading any book she could find. "I really enjoyed making cheese boards and eating cheese, so it was an easy thing to study," she quips.

Moving to Wisconsin in 2010, Clemens worked as the cheese buyer for the Viroqua Food Coop. Then in 2021, she opened Noble Rind on Court Street near the Driftless Café and the Historic Fortney Hotel.

At any given time, Noble Rind carries 30 or more varieties of cheeses, both local and imported. Clemens seeks out interesting, high-quality, flavorful cheeses. "I tend to like raw milk cheeses, because they have a bit more depth of flavor and complexity to them," she says. "What I really look for are cheeses that will be interesting for



someone who wants to learn about cheeses and try something they never had before.”

In addition to lesser-known cheeses, Noble Rind carries the Wisconsin classics: aged cheddar, havarti, brick, Colby.

ON THE MENU

Noble Rind’s deli serves food daily from 10 a.m. to 7 p.m. The menu includes hot and cold sandwiches, salads, homemade soups, cheese boards and desserts. Of course, grilled cheese is always on the menu using the deli’s own version of American cheese made with Organic Valley cheddar, milk, butter and other special ingredients. “Our menu often highlights the dairy in our area, but it is not exclusively dairy,” notes Clemens. “There’s a little bit of something for everyone.”

A door connects Noble Rind to the newly renovated historic Fortney Hotel lobby bar. Guests in the bar can order food off the menu while enjoying a beer or glass of wine.

BUILD A BOARD

Charcuterie and cheese boards—a current favorite for dining and entertaining around the country—are central to the menu at Noble Rind. One cheese board features all local cheeses; another features farmstead cheeses. There’s even a Historic Fortney Board featuring fare from the hotel’s original 1899 opening menu. Boards are also available by order. “We get a lot of orders for baby showers, office parties, weddings—enough to feed 6 people to 200 people,” notes Clemens. “We also get catering orders for our soups, salads and sandwiches.”

While *charcuterie* is literally a fancy French word for cured meats—prosciutto, salami, smoked meats—the term *charcuterie board* has morphed to include cheeses, fruits and other produce.

Clemens recently began hosting build-a-board classes, where she shares her cheese expertise with small groups. After learning tips and

tricks, participants build their own charcuterie/cheese board, which they then take home to enjoy. “I’m looking forward to developing that more and hope to do more classes at the shop in the future,” says Clemens.

TIPS AND TRICKS

Clemens shared a few of her board-building tips for *Coulee Region Women* readers who want to attempt building a board.

- When selecting cheeses, use a variety of textures and flavors.
- Mix milk types: goat, sheep and cow’s milk cheeses.
- Vary textures: hard, semi-soft and one spreadable cheese.
- Use different styles: cheddar, blue and one soft fresh goat’s milk.

“At the end of the day, it’s like picking wine,” says Clemens. “It is really whatever you like.”

If you are a cheese novice, seek out someone who knows about cheese. Clemens and her staff are always happy to help customers make selections. “If you come to Noble Rind and talk to me or to my staff about picking out cheese, you are able to taste different things and decide if you like it before you buy it.”

When building a board for your next party, plan on 2 to 4 ounces per person. If it is the main focus of your meal, you may want to increase that amount to 3 to 4 ounces per person. Clemens notes, “The nice thing about a cut-to-order shop is you can order just 2 ounces, or 4 ounces, or a pound.”

For the protein portion of your board, choose a mix of prosciutto, salami, chorizo or some smoky summer sausage. And no platter is complete without some good crunchy crackers or crusty bread.

“Some fresh or dried fruit and some pickles or olives are always welcome,” notes Clemens. “Add some jam or honey in a container next to your beautiful cheeses, and you’re good to go.”

Feeling cheesy? Try these recipes made with cheese sold at the Noble Rind Cheese Company or purchase direct from the cheese makers’ websites.

Satori Arts Gallery



A National Historic Landmark "Known for the Unusual"

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

PAINTED PORCH
Decor Extraordinaire



HOURS:
Thursday 10 a.m.-5 p.m.
Friday 10 a.m.-5 p.m.
Saturday 9 a.m.-4 p.m.
Sunday 10 a.m.-2 p.m.

200 Main St. - La Crosse
608.782.6222
www.paintedporchlax.com

SOLID SURFACE SPECIALIST
CUSTOM COUNTERTOPS SINCE 1987



Kitchen & Bathroom Countertops
Granite • Quartz • Corian

Onalaska | 608.783.7663 | www.solidsurfacespecialist.com

Samantha Keck THE DAN STACEY TEAM
REALTOR™ | Director of Team Operations

RE/MAX RESULTS



608.792.2784
samanthajkeck@gmail.com
www.danstaceyteam.com

3210 State Road - La Crosse



215 S. Main St.
Viroqua, WI 54665
608-637-1912

Tuesday - Friday 11-5
Saturday 10-5
Sunday 11-4

Hundred+ vendors
Thousands of items
Something for everyone

Viroqua food COOP

609 North Main St
Viroqua, WI
608.637.7511



Nourish your family.
Discover local foods.
Connect with others
and help build a
strong community.

everyone welcome open daily

Nelson FLAG & DISPLAY

"More Than a Flag Store"

- Gifts & Accessories
- Fabric & Quilting Notions
- Memorial Gifts



www.nelsonflag.com • nelsonflag@centurytel.net
608.788.2990 • 2501 S. Ave. - La Crosse
Mon-Fri 9:30-5:30 • Sat 9:30-4:00 • Sun: CLOSED

HOUSE WARMINGS
Vintage Decor • Crafted & New

WE LOVE VINTAGE SALE
February 15 - March 4
All vintage 25% off!



Open Wed.-Sat. | 10 a.m.-5 p.m.
1522 Commercial St., | Bangor
608.486.4046



Yours to Explore
 La Crosse Regional
 AIRPORT


FRONTIER
 PHOTOGRAPHY

*New Year
 New Studio!*

1052 Oak Forest Drive
 Suite 130
 Onalaska, WI

frontierphotographywi.com






LA CROSSE AREA BUILDERS ASSOCIATION
parade of homes

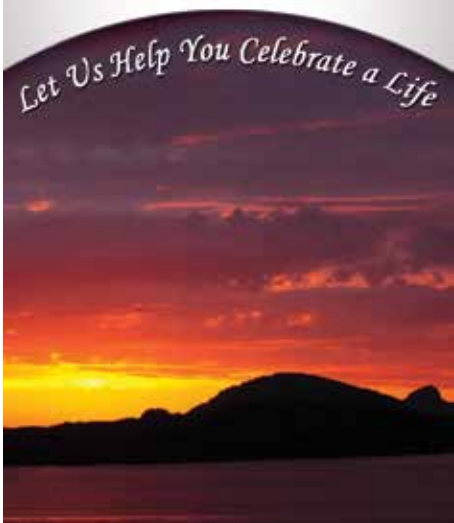
Save the Date!
 August 18-20, 2023

Go to
www.labaparadeofhomes.com
 for more information

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



Big Flavors from a Small Company

Lyn Rolbiecki and her daughter keep Wildwood Specialty Foods in the family.

BY JAN WELLIK | CONTRIBUTED PHOTOS

The unassuming building in downtown Trempealeau may not attract attention, but the flavors and scents collected inside could tempt the palate of nearly anyone who tries them, from the original mulling cider blend that started the business 40 years ago to southwest soup mix, dill dip mix and much more.

Lyn Rolbiecki, owner of Wildwood Specialty Foods in Trempealeau since 2015, grew up on a farm, worked in a factory and taught family consumer education in area high schools for 20 years: “All the jobs I had previously set me up for Wildwood.”

Rolbiecki purchased the business from founder Cynthia Dunn who, in the early '80s, was asked by a local orchard to develop a mulling cider blend.

Today, Wildwood carries about 40 products, including a variety of soup and dip mixes, spice blends and teas. Most of the ingredients are shipped in and then blended on site and packaged.

“We are popular with orchards, especially during apple season,” says Rolbiecki. Local orchards like Ferguson’s, Ecker’s, Sunrise and Oakwood in Richland Center sell their products, where fall flavors like apple pie or peach crisp fit right in.

APPRECIATION FOR THE LITTLE THINGS

The company sells to distributors, retailers and through direct online sales. Local stores like In the Making in Trempealeau and Common Market in Galesville carry their products. The Great River Popcorn Company and Drift Mercantile gift shop attached to The Pearl Ice Cream Parlor, both in La Crosse, also carry their products.

“My employees know the products so well, since we are a small business,” explains Rolbiecki. “We’ve increased in sales and updated production. But it’s not automated. We can do small batches and keep an eye on the quality control.”

With a small location, they are limited in space, she says. “But we are growing every year.”

Rolbiecki prefers to remain small fo

NEXT GENERATION IN THE WINGS

Now, her 21-year-old daughter Brooke looks forward to being more involved with the business.

Brooke, who graduated from GET high school in 2020, has helped at Wildwood since she was 13. She is majoring in business management at a Texas community college but has plans to become more involved in the business.

“My next step is to move back to Wisconsin in May,” she says, and attend the University of Wisconsin-La Crosse.

“I hope to apply what I’m learning at school to the business,” says Brooke, who dreams of running her own small business and has helped with everything from social media to unloading pallets over the years.

“It will probably be more of a gradual step-by-step of learning the business,” she says.

She has already applied her learning to the business since high school, when she joined a youth apprenticeship program and was able to help her mom by working at Wildwood during part of the school day and every summer. She also made a training manual in her English class for Wildwood.

“My mom is like a one-woman show,” expresses Brooke. “And my whole desire is to be here as much as I can.” **CRW**

Jan Wellik is a writer who admires the adaptability of family-owned businesses, which also run in her family.

WALKING THE (ART) WALK

Robin Moses harnesses the spirit of collaboration to make River City Gallery a community for La Crosse's artists.

BY SUSAN C. SCHUYLER | CONTRIBUTED PHOTOS



Left: Robin Moses and her son, Tarl Kaio, are co-founders of River City Gallery in La Crosse. Center: Artist Mary Lou Ferguson chats with a customer during a recent First Friday Downtown Art Walk event. Right: Harley Beck, daughter of gallery member artist Emily Jennison, browses offerings in the gallery, which range from photography to woodcarving, oil paintings to jewelry and more.

Robin Moses, co-founder of La Crosse's River City Gallery, gently traces the acute architectural angles of a gravity-defying ceramic vase with her finger as she speaks of its artist, Scott Onsager. After describing Onsager's quirky construction technique, she ends saying, "I love his work."

During my frequent visits throughout the two years since the 4,000-square-foot gallery opened at 321 Main Street, Moses and her co-founder and son, Tarl Kaio, eagerly speak just as lovingly about each of the gallery's 60 member artists. "We really enjoy our artists, and each artist has their own story and individuality," Moses says.

The feeling is mutual. Artist Laura Siitari, a member of the gallery's Leadership Team, enjoys the sense of community the gallery offers artists and the work the co-founders do to create it. "I appreciate the effort Robin and Tarl put into marketing the gallery with events and social media," Siitari says.

Emily Jennison, a custom jeweler from Pennsylvania who recently purchased a second home in La Crosse, agrees the gallery is a wonderful home for the arts. "Robin and Tarl have been so welcoming and responsive to me and my work."

TEAMWORK AND RELATIONSHIPS

The work at the gallery is truly a family affair. Moses manages artist relationships and social media, and Kaio oversees bookkeeping and gallery design. Both share in retail sales and aspects of marketing, with a special assist from Kaio's wife, Allison, who helps with social media and curating artists' work as a Leadership Team member.

The Leadership Team is essential to the gallery's juried business model. Artists interested in exhibiting first fill out an online application and later submit images of their work, which the five-member Leadership Team review. Once approved, artists pay a membership fee, determined by the size of their exhibit space. The gallery earns a percentage of the sale of each artist's work. Also, the gallery co-founders have a unique business relationship with the building's owners, paying them a profit share of sales rather than a large rent. "It makes it more feasible for us to have that kind of support," Moses says.

A SPIRIT OF COLLABORATION

To Moses, the real work of building an arts community rests in collaboration. "A lot of people have the same ideas, and they're always

good ideas,” Moses says. “You can get more done if you work together.” She learned that lesson firsthand during her 25-year career as a graphic designer and later, as executive director of La Crosse’s Downtown Mainstreet (DMI) for more than seven years.

During her tenure at DMI, Moses gained direct experience with La Crosse’s artists in creating the 2020 Outdoor Summer Market, a weekly event at La Crosse’s downtown Main Street Plaza, where artists gathered to sell their work to the public. The market continued through 2022 as the Second Saturday Art Market, sponsored by River City Gallery, DMI, the Pump House Regional Arts Center, La Crosse Arts Initiative and The La Crosse Society of Arts and Crafts.

In the same spirit, Moses and Kaio joined with La Crosse artists Mike and Phyllis Martino to launch an indoor art market. The Martinos currently serve as members of the River City Gallery’s Leadership Team.

From the moment River City Gallery opened its doors in 2020, the spirit of collaboration has permeated its culture. Moses partnered with the Pump House to create the First Friday Downtown Art



Carol Erickson is one of more than 60 artists with work in the River City Gallery.

Walk featuring downtown galleries and art spots; Moses encourages its member artists to attend.

“We also encourage our members to become members of the greater arts community,” Moses says. In fact, many of the gallery’s member artists also are active in the East Bank Arts Alliance and the La Crosse Society of Arts & Crafts, where Moses edits the newsletter.

AN EYE TO THE FUTURE

Moses is proud of the gallery’s wide range of eclectic and diverse artistic styles by traditional artists, and she also welcomes the work of young, emerging artists. “It’s important to step back and let new voices come to the table,” Moses says as she gazes around the North Gallery at the back of the building, where younger artists display more abstract pieces that Moses calls “funky fun.”

More ideas are in the works; however, Moses is vague about details. “There’s always some idea that I’m brewing,” she says with a mysterious grin. **CRW**

Susan C. Schuyler is freelance writer who is grateful to know many artists who make her life beautiful.



Art Dash

A FUNDRAISER FOR THE FRANCISCAN SPIRITUALITY CENTER

TICKETS ON SALE NOW!

Every \$100 ticket holder goes home with a piece of original art!

Thursday, March 23, 2023

The Cargill Room at The Waterfront Restaurant and Tavern
5:30 p.m. cocktail hour • 6:30 p.m. dash for art






www.FSCenter.org/artdash

MAYO CLINIC HEALTH SYSTEM

Franciscan Sisters of Perpetual Adoration

Hoffman GUNDERSEN HEALTH SYSTEM

Altra FINANCIAL ADVISORS RETIREMENT & WEALTH MANAGEMENT

women

Mid-West Family La Crosse

920 MARKET ST., LA CROSSE 608-791-5295 fscenter@fspa.org

TEACHERS!

RECEIVE \$1,000 FOR YOUR CLASS

APPLY TODAY!

tools for
SCHOOLS



USE CAMERA  ON YOUR PHONE
-FOR EASY-

APPLY



brought to you by:



When you need "IT" done—Trust Dependable



The Board Store
Home Improvements, Inc.



Some Enchanted Evening

Celebrate Valentine's Day
with date-night looks for
her and him.

BY ELISE WEINBENDER
PHOTOS BY
FRONTIER PHOTOGRAPHY

Create a sweet look
with a ballet pink
blouse, dramatic
cape and flare jeans.
Dress him up with a
wine-colored sweater,
jeans and sneakers—
all from Urban
Shoetique.

On Heide: Liverpool Sateen shacket, \$119; Aratta Royal Highness cape, \$214; Liverpool Hannah Flare jeans, \$109; All Black Angle Mule heels, \$190; Brighton Barbados purse, \$305; Brighton necklace, \$128; Brighton bracelet, \$128. On Tom: Liverpool sweater, \$89; Liverpool Relaxed Straight jeans, \$109; Camper shoes, \$190.

Modeled by Tom and Heide Harron at La Cave, below Le Chateau in La Crosse.

Community Calendar

ONGOING EVENTS

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

Coulee Region Toastmasters Club 1st and 3rd Mon.
of each month, noon-1 p.m., Goodwill, La Crosse.

Holmen Area Rotary Club, every Wed. 7 a.m.,
Holmen Community Center, 600 N. Holmen Dr.,
holmenrotary@outlook.com.

La Crosse Area Genealogical Society 4th Tuesday
of each month (Sept.-May), 6-7:30 p.m., La Crosse
Public Library, lacrosseags@gmail.com.

La Crosse Area Quilters 4th Tuesday of each
month, 6:30 p.m., Stoney Creek Hotel-
Conference Center, Onalaska,
www.lacrossequiltguild.com.

La Crosse Christian Women's Connection 2nd Tues.
of each month, 12-1:45 p.m., Cedar Creek Golf Club,
Onalaska.

La Crosse Rotary every Thurs. noon-1 p.m., Cargill
Room, Waterfront Restaurant,
www.rotarycluboflacrosse.org.

La Crosse Toastmasters Club 2nd and 4th
Tues. of each month, 7 p.m., La Crosse County
Administrative Building, 212 6th St. N., Room 100,
La Crosse, 411.toastmastersclubs.org.

**League of Women Voters of the La Crosse Area
(lwvlacrosse)** Monthly Lunch and Learn from
Sept.-April. See <http://www.lwvlacrosse.org> for
details.

NAMI Support Groups Please refer to
namilacrossecounty.org/support for information on
the many programs offered.

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

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

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

Valley View Rotary, every Wed., 7:30-8:30 a.m., La
Crosse Famous Dave's, www.valleyviewrotary.com.

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

Women Empowering Women (WEW), last Wed.
of each month, Schmidy's, noon-1 p.m., Shari
Hopkins, 608-784-3904,
shopkins@couleebank.net.

Women with Purpose, 2nd Wed. of each month,
11:45 a.m.-1 p.m., Stoney Creek Hotel and
Conference Center, cr.wwpwi.org.

Women's Alliance of La Crosse (WAL) 2nd Thurs.
of each month, noon, The Waterfront Restaurant,
Visit www.womensalliancelacrosse.com for more
information.

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

CALENDAR EVENTS

FEBRUARY

Feb. 3, Ashlie Amber: Tribute to Whitney Houston, 7:30
p.m., The Heider Center, www.heidercenter.org.

Feb. 3-4, Journey Through Motherhood: Celebrating All
Stages and Phases, 7 p.m. Fri.-4 p.m. Sat., Franciscan
Spirituality Center, preregistration required,
www.fscenter.org.

Feb. 4, Winona Outdoor Collaborative Monthly
Meet Up: You Are Here/Be Here Now: Mindfulness +
Community Art Project and Snowshoe Meetup with the
Joy Labs, 2-4 p.m., Holzinger Lodge, Winona, register at
www.winonaoutdoorcollaborative.com.

Feb. 4, UW-Madison Varsity Marching Band, 7:30 p.m.,
The Heider Center, www.heidercenter.org.

Feb. 4-5, *Hairspray*, 7:30 p.m. Sat., 2 p.m. Sun., Viterbo
Fine Arts Center Main Theatre, www.viterbo.edu/fine-arts-center.

Feb. 5-12, Frozen River Film Festival, Winona State
University, www.frff.org.

Feb. 11, Galentine's Day Brunch fundraiser for New
Horizons, 9-11:30 a.m., La Crosse Country Club, bit.ly/gdb2023tickets or 608-433-3163.

Feb. 11, Winter Rocks Festival, 12-9 p.m., La Crosse
Center, www.lacrossecenter.com.

Feb. 11, Birdwatching 101, 1:30-3 p.m., Norskedalen
Nature & Heritage Center, Coon Valley,
www.norskedalen.org.

Feb. 11, Viva La Crosse, La Crosse Symphony Orchestra
Valentine Ball, 6-11 p.m., The Cargill Room at The
Waterfront, La Crosse, [www.lacrossesympphony.org/
concerts-events/valentine-ball](http://www.lacrossesympphony.org/concerts-events/valentine-ball), 608-783-2121.

Feb. 11, Arane Lydon, 7:30, The Pump House Regional
Arts Center, La Crosse, www.thepumphouse.org.

Feb. 14, Jazz at Lincoln Center Presents-Songs We Love,
7:30 p.m., Viterbo Fine Arts Center Main Theatre,
www.viterbo.edu/fine-arts-center.

Feb. 16-18, Dancescape 2023, 7:30 p.m., Performing
Arts Center, Winona State University, [www2.winona.
edu/theatre-dance](http://www2.winona.edu/theatre-dance).

Feb. 17-19, *Significant Other*, 7:30 p.m. Fri.-Sat., 2:30
p.m. Sun., LaCroix Black Box Theatre, Viterbo,
www.viterbo.edu/fine-arts-center.

Feb. 17-26, *The Vagina Monologues*, 7:30 p.m. Thurs.-
Sat., 2 p.m. Sun., La Crosse Community Theatre,
Weber Center for Performing Arts,
www.lacrossecommunitytheatre.org.

Feb. 24, ZEPPPO: Stairway to Eleven, 7:30 p.m., Weber
Center for the Performing Arts, www.viterbo.edu/fine-arts-center.

Feb. 24, Willy Porter Band, 7:30, The Pump House
Regional Arts Center, La Crosse, 0www.thepumphouse.org.

Feb. 24-25, Japanese Art of Kintsugi: Embracing Our
Imperfections with Grace and Courage, 7 p.m. Fri.-4
p.m. Sat., Franciscan Spirituality Center, preregistration
required, www.fscenter.org.

Feb. 24-26, Mar. 2-5, *The Secret in the Wings*, 7:30 p.m.
Thurs.-Sat., 2 p.m. Sun, Toland
Theatre, Center for the Arts,
UW-La Crosse, [www.uwlax.edu/
theatre-arts](http://www.uwlax.edu/theatre-arts).

Feb. 25, *The Magic School Bus:
Lost in the Solar System*, 11 a.m. and
2 p.m., La Crosse Community Theatre, Weber Center for
Performing Arts, www.lacrossecommunitytheatre.org.

Feb. 25, Jamaican' Me Crazy Chariots 4 Hope
Fundraising Event featuring TUGG, 4:30 p.m., Concordia
Ballroom, La Crosse, c4hwi22@gmail.com.

Feb. 28-Mar. 3, *The Glass Menagerie*, 7:30 p.m., Winona
State University, www2.winona.edu/theatre-dance.



MARCH

Mar. 3, Candlelight Hike, 5:30-8:30 p.m., Norskedalen
Nature & Heritage Center, Coon Valley, www.norskedalen.org.

Mar. 3, Black Violin, 7:30 p.m., Viterbo Fine Arts Center
Main Theatre, www.viterbo.edu/fine-arts-center.



Mar. 3-5, *The Pirates of Penzance*, 7:30 p.m. Fri.-Sat., 2
p.m. Sat.-Sun., Weber Center for
the Performing Arts, [www.viterbo.
edu/fine-arts-center](http://www.viterbo.edu/fine-arts-center).

Mar. 10, Here Comes the Sun:
The Music of the Beatles, 7:30 p.m.,
Weber Center for the Performing Arts,
www.viterbo.edu/fine-arts-center.

Mar. 10, Ball in the House, 7:30 p.m., The Heider Center,
www.heidercenter.org.

Mar 10-12, Winona Outdoor Collaborative Winter
Camping & Exploration Retreat, 3 p.m. Fri.-11 a.m.
Sun., Sweet 16 Farm, Houston, register at [www.
winonaoutdoorcollaborative.com](http://www.winonaoutdoorcollaborative.com).

Mar. 11, Habitat for Humanity Women Build, kari@
habitatlacrosse.org, 608-461-2556.

Mar. 11, Kit Mayer, 7:30, The Pump House Regional Arts
Center, La Crosse, www.thepumphouse.org.

Mar. 12, Joe Gatto's Night of Comedy, 7 p.m., La Crosse
Center, www.lacrossecenter.com.

Mar. 18, Romeo & Juliet and Rising Stars, 7:30 p.m., La
Crosse Symphony Orchestra, www.lacrossesympphony.org.

Mar. 19, Family Fun Expo, 11 a.m.-4 p.m., Onalaska
Omni Center, 608-784-8125, ext. 232.

Mar. 22, An Evening with Jenette McCurdy, 7 p.m.,
Somsen Hall, Winona State University, [www2.winona.
edu/theatre-dance](http://www2.winona.edu/theatre-dance).

Mar. 23, Art Dash, 5:30-8 p.m., Franciscan Spirituality
Center, preregistration required, www.fscenter.org.

Mar. 24-26, La Crosse Area Builders Association Home
Show, Onalaska Omni Center, www.labaonline.com.

Mar. 24-Apr. 2, *To Kill a Mockingbird*, 7:30 p.m.

Thurs.-Sat., 2 p.m. Sun., La Crosse Community
Theatre, Weber Center for Performing Arts, [www.
lacrossecommunitytheatre.org](http://www.lacrossecommunitytheatre.org).

Mar. 25, Coulee Hoolie Ceili Dance Fundraiser and Irish
Heritage Night, 6-10 p.m., American Legion Hall, 711 6th
St. S., La Crosse, www.lacrossesbantry.org.

Mar. 28, *Tales as Tall as the Sky*, 10 a.m. and 12:45 p.m.,
The Heider Center, www.heidercenter.org.

Mar. 30, Alliance Brass, 7:30 p.m., The Heider Center,
www.heidercenter.org.

Mar. 31, The Guess Who, 7:30 p.m., Viterbo Fine Arts
Center Main Theatre, www.viterbo.edu/fine-arts-center.

Mar. 31-Apr. 2, *The Hello Girls*, 7:30 p.m.
Fri.-Sat., 2 p.m. Sat.-Sun., LaCroix
Black Box Theatre, Viterbo, [www.
viterbo.edu/fine-arts-center](http://www.viterbo.edu/fine-arts-center).



Mar. 24-Apr. 2, *Becky Shaw*,
7:30 p.m. Thurs.-Sat., 2 p.m. Sun.,
Grey Area Productions, The Pump
House Regional Arts Center, La
Crosse, www.thepumphouse.org.

APRIL

Apr. 1, *Dragons Love Tacos*, 11 a.m. and 1 p.m., Frederick
Theatre, Morris Hall, UW-La Crosse, [www.uwlax.edu/
theatre-arts](http://www.uwlax.edu/theatre-arts).

Apr. 6, Moors & McCumber, 7:30, The Pump House
Regional Arts Center, La Crosse, www.thepumphouse.org.

RESOUL DAY SPA



We believe in taking time to **Reset and Resoul.**



enlighten your senses with the aromatic experiences throughout the spa

experience the healing and relaxation through human touch

experience the taste of salt on your lips in our himalayan salt room and avedas signature comforting tea



FULL SERVICE DAY SPA & EXPERIENCE CENTER
HALOTHERAPY SALT ROOM | PERMANENT MAKEUP & LASH STUDIO
RESOULDAYSPA.COM
2850 MIDWEST DRIVE, STE 101 - ONALASKA | 608.881.6533



The CRIOS Family is Growing

Introducing Dr. Adam Sorenson to the team at
COULEE REGION IMPLANT & ORAL SURGERY



Adam and his wife Kelly are both healthcare providers. Kelly is a Physician Assistant in the department of Orthopedics at Gundersen Health specializing in Hand Surgery. Adam is an Oral & Maxillofacial Surgeon and sees patients in La Crosse and Onalaska specializing in Wisdom Teeth, Dental Implants, Anesthesia, Bone Grafting and various other surgeries of the oral cavity.

If your loved one needs their Wisdom Teeth removed or a Dental Implant call our office and make an appointment with Dr. Sorenson.

CALL TO MAKE YOUR APPOINTMENT TODAY!

608-784-7319

**MENTION THIS AD AND RECEIVE
A COMPLIMENTARY DIAGNOSTIC RADIOGRAPH.**



Coulee Region Implant
and Oral Surgery Center



@couleeoralsurgery

615 South 10th st., La Crosse | 2819 National Drive, Onalaska
Monday-Friday 8 a.m.-5 p.m. | 608-784-7319 | www.dentalimplantsandoralsurgery.com