

Complimentary
AUGUST/SEPTEMBER 2021
www.crwmagazine.com

coulee region

women

AREA HOME AND HEALTHY LIVING MAGAZINE

Hometown Proud

Explore La Crosse: Sharing the
Best of Our Area

Swapping Cows for Cabins

Get Grilling the Easy Way

Faces Behind the Fest

Two-Wheelin' the Coulee Region

Coulee Region Living:
Parade of Homes
INSIDE



ALLEN **AD** DENTAL

Smile with Confidence!

General Dentistry | Orthodontics | Laser Dentistry
Botox | Sleep Appliances | Cosmetic

Get the **STRAIGHT, BEAUTIFUL, HEALTHY SMILE** You've Been Looking For with SureSmile® clear aligners

- We deliver results you can smile about in less than a year
- Virtually invisible, comfortable and removable to keep you feeling confident and professional
- SureSmile® Aligners are designed to fit your lifestyle!
- Financing Available



Dr. Jim Allen

SCHEDULE YOUR APPOINTMENT TODAY!
608.786.3303 or
visit www.AllenDental.net

\$700 OFF
SURESMILE® ALIGNER
Orig. \$4,500

FREE
CONSULTATION

860 N Mill St | West Salem | 608.786.3303 | www.AllenDental.net | 

COLOR your world.



COLOR SPACE™ EXPERIENCE LONG-LASTING, RICH AND VIBRANT VEGAN HAIR COLOR.

COLORSPACEHAIR.COM

FOLLOW @COLORSPACE_HAIR



VEGAN
VEGAN
VEGAN

urban
SHOETIQUE

We are the
"I love the way this fits" store!

www.theultimatesalon.com

608.782.8720

THE ultimate
Salon & Spa

LA CROSSE

Landmark by the Rivers Building
401 2nd Street North
La Crosse, WI 54601

WINONA

Historic Latsch Building
118 East 2nd Street
Winona, MN 55987



Hometown Proud

11 PROFILE

Let's Explore La Crosse!

Feeling wanderlust? Explore La Crosse has great ideas for tourists and staycationers alike.

15 PERSONAL & PROFESSIONAL

Hometown Traditions Passed On

New owners bring fresh insights while maintaining longtime legacies.

18 CAREERS

Making Her Hometown Proud

NASA software engineer Andrea Connell shares her passion for STEM careers.

21 HEALTHY LIVING

Biking in Our Backyard

La Crosse area offers trails, roads and supportive groups to suit any cyclist.

23 WOMEN IN THE REGION

Caring and Inclusion Through Covid

Mayo Clinic's Moua Torgerson brings organizational and cultural experience to her role facilitating testing and vaccination.

25 HOME

Home Is Where the Heart Is

2020 Parade of Homes winner is centered around kitchen and family memories.

29 FOOD

The Ultimate Summer Girls & Grilling Guide

A timeline and tips for a low-hassle, high-flavor backyard day with friends.

33 Q&A

Small but Mighty

Angie Lawrence and the Viroqua Area Foundation promote small-town vitality.

34 COMMUNITY

A Celebration of Fruit and Fun

Meghan Schossov and a nearly all-female board lead La Crescent's crowning event.

37 RETAIL THERAPY

Endless Summer

Sweet, sassy, crisp and cool—summer style is yours for the picking.

40 FAMILY

Taking Pride in Our Schools

A passion for helping leads to dedicated volunteering in area classrooms.

43 TRAVEL

Find Tranquility at Justin Trails Resort

Donna Justin and her family celebrate 35 years of welcoming guests to their Sparta resort.

Pictured on cover: Deb Carlson, director of membership and grants at Explore La Crosse. Photo by Frontier Photography.

In every issue: From the Publisher 6 | Women in the Know 8 | Accomplishments 36 | Community Calendar 46



Relationships **BUILT ON TRUST** not products.

- ✔ Highest fiduciary standard
- ✔ Independent decision making
- ✔ We act in the best interest of our clients
- ✔ No conflicts of interest
- ✔ No product sales



Call Trust Point at 608-782-1148 to set up a free 15 minute consultation to get started. Visit our website to learn more: www.trustpointinc.com



Voted Best Places to Work 4 Years in a Row!

We're Hiring!

Stay hometown proud and make your next career move with Trust Point! Experience the culture. Join our growing team!

Visit www.trustpointinc.com/careers to view our open positions.



Photo by Diane Raaum Photo



Years ago, when my kids were very small, we took a car trip to the Outer Banks of North Carolina. After a week of beach umbrellas, sand dunes, sea town tours and the constant, soothing rumble of the ocean, we headed home on I-40 through the Great Smoky Mountains. In the late afternoon and evening, the drive through the mountains and valleys of North Carolina and Tennessee was breathtaking, with mists rising against the setting sun and the constant, soothing presence of dark, massive pine-covered hills. Was any other terrain in this country so beautiful?

The next evening, as the sun was setting and mists were rising, we rolled into Onalaska off I-90 and embarked on the last stretch of our journey home to La Crosse. Driving down Highway 16, I looked up at the bluffs awash in the evening light and realized that our own backyard was just as beautiful as any geography we'd driven through. With a warm sense of hometown pride, we pulled into our yard. "There's no place like home!" cried my son from his car seat.

When we planned this issue of *Coulee Region Women*, we recalled all the things that

make us so proud to live in this area. The geography was near the top of the list, and all the opportunities it offered, from hiking to biking to boating and more. We talked about the strong and varied communities and the opportunities they offered to build relationships and create connections. We talked about excellent education and health care facilities, about theater and music and locally grown food. We talked about the efforts communities are making to keep improving the quality of life in the face of challenges. Without exception, we felt proud and lucky to live in the Coulee Region.

We then set out to create an issue that reflected the pride in our communities we know so many of our readers share. We kick off this "Hometown Proud" issue by featuring the women on staff at Explore La Crosse, who are instrumental in drawing tourists to this beautiful area and helping them discover for themselves what we already love. You'll meet entrepreneurs who are carrying on the legacy of successful and beloved local businesses. You'll meet a woman "of our own" who has become an instrumental part of launching the Mars Rover.

You'll see for yourself the outdoor opportunities that abound in this area and get a behind-the-scenes glimpse of La Crescent's Applefest thanks to the (mostly) women who plan it. We'll celebrate classroom volunteers and linger in the tranquil setting of the hometown jewel Justin Trails Resort. Throw in a Girls & Grilling guide, a tour of the 2020 Parade of Homes People's Choice winner and romantic summer fashions from locally owned boutiques, and you've got a taste of just about everything the region has to offer.

As you embark (finally!) on your own summer travels, you'll no doubt relish new scenery and new experiences. You might visit new regions that take your breath away, enchant you with their beauty or offer something that the Coulee Region, for all its wonders, just can't quite (that rumbling ocean comes to mind). And yet, our hope is that you, too, return at the end of your journey and agree that there's no place like home.

Betty

coulee region women

AREA HOME AND HEALTHY LIVING MAGAZINE

ISSUE 116, VOLUME 20, NUMBER 3
AUGUST/SEPTEMBER 2021

PUBLISHER

Betty Christiansen

EDITOR

Shari Hegland

DESIGNERS

Lisa Houghton Design
Jaclyn Berg

MARKETING ACCOUNT REPRESENTATIVES

Rachel Persson, Director
Claire Ristow-Seib

WEB MASTER

Mader Web Design LLC

PHOTO EDITOR

Diane Raaum

PHOTOGRAPHY

Diane Raaum Photo
Frontier Photography
Hazel Media
Jordana Snyder Photography

DISTRIBUTION

Carol Schank
Jennie Kolek
Joanne Mihm

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.

©2021 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



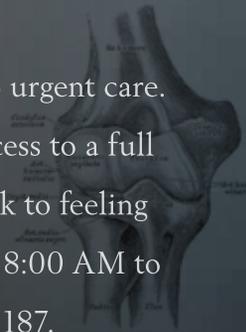
Be sure to sign up as a fan at www.crwmagazine.com to share your thoughts on our stories and learn more about upcoming events.

BE 100% YOU

ORTHOPEDIC WALK-IN CLINIC

Whether sudden injury, recent joint pain, or even a broken bone, you don't have to head to urgent care. The Orthopedic Walk-In Clinic at Olmsted Medical Center gives you fast, convenient access to a full team of physicians, clinicians, and staff who'll do everything they can to help you get back to feeling the best you can be. Open to all patients over five years old, Monday through Friday from 8:00 AM to 4:30 PM. To find out more, visit olmstedmedicalcenter.org/ortho or call 507.292.7187.

Elbow Joint





WWBIC IS OPEN FOR BUSINESS IN LA CROSSE

The Wisconsin Women's Business Initiative Corp. (WWBIC) opened a regional office in La Crosse in June to better serve southwest Wisconsin's emerging and existing small-business owners by providing quality business education, one-on-one business assistance, direct loans and access to other capital, financial awareness and asset-building programming. WWBIC's La Crosse office is led by Project Director Mara Keyes and serves Crawford, Grant, Juneau, La Crosse, Lafayette, Monroe, Richland and Vernon counties.

Located in the former BMO Harris Bank building at 3500 Highway 16, WWBIC's office in La Crosse is part of a nationwide network of Women's Business Centers (WBCs) funded in part by the U.S. Small Business Administration's Office of Women's Business Ownership (OWBO). WWBIC works with businesses in all market sectors, in any phase of development. Its clients include startups, established entrepreneurs, expanding businesses and individuals seeking to improve their financial well-being.

WWBIC is a leading, innovative economic development corporation "Putting Dreams to Work." WWBIC's primary focus is on women, people of color and low-income individuals. Since 1987, WWBIC has lent over \$82 million in micro and small-business loans with a current loan portfolio of \$23.5 million and over 564 active borrowers. It also offers numerous educational and networking opportunities, many of which are free. To learn more about WWBIC, register for classes or inquire about business assistance, visit www.wwbic.com.



HOW FAR DO YOU WANT TO GO?

It's no secret that the Coulee Region is a fantastic place to explore by bike. With countless trails through gorgeous natural scenery and so many opportunities to ride (see "Biking in Our Backyard" on page 21 for proof), choosing among options can be bewildering. Margot Higgins, founder of Driftless Bicycle Adventures, is here to help.

Specializing in custom bike tours, Driftless Bicycle Adventures is the only bicycle company in the region that plans and leads individual bike tours tailored to the interests and abilities of its clients. Higgins, a University of Wisconsin-La Crosse instructor of a bicycle history and politics class and a seminar on the Driftless landscape, together with David Jablonowski, assists bikers in planning tours that might focus on Amish country, local art and food, organic farms or any of a number of geographic features unique to the Driftless. The rides can involve challenging hill climbs or flat, scenic river roads. How far do you want to go? What would you like to encounter? How high do you want to climb? Higgins will orchestrate and lead a tour perfect for your family outing, all-women ride or even company retreat—customized to the ability level and interest of your group.

For more information, contact Driftless Bicycle Adventures at margothiggins@gmail.com or go to www.driftlessbicycleadventures.com.



A MURAL THAT MATTERS

Combine a UW-La Crosse student artist, a passionate group of young people and a supportive community organization, and something beautiful just might result. The result, in this case, is a traveling public art project celebrating the expression of African American culture, identity and family values.

The artist is Breckin Sargeant, a UW-La Crosse sophomore who created the design, and the young people who brought it to life with paint and passion are the high school students of Black Student Leaders of La Crosse. Sargeant became involved through an internship with Leaders Igniting Transformation, a social justice group through which she met the Black Student Leaders, who hoped to create a mural to display in La Crosse. Looking to convey a positive message about being Black yet also give voice to concerns faced by Black community members, Sargeant and the student leaders created a richly colored mural featuring an African American woman, resonating phrases woven through her hair. The community benefactor Beer By Bike Brigade provided funding for the project.

In April, the traveling mural made its debut at Larsen's General Store in downtown La Crosse, which also provided the workspace to create the mural. It then moved to the La Crosse Public Library Main Branch, with stops at the People's Food Co-op and River City Gallery, all in downtown La Crosse, also planned this year.

Edward Jones[®]

MAKING SENSE OF INVESTING



When it comes to your to-do list, put your future first. To find out how to get your financial goals on track, contact your Edward Jones financial advisor today.



Sue Kundy
Financial Advisor
608.582.2495
16864 South Davis Street
Galesville, WI 54640
sue.kundy@edwardjones.com



Sheri Plantz
Financial Advisor
608.788.6420
2424 State Road
La Crosse, WI 54601
sheri.plantz@edwardjones.com



Kris Birkholz
Financial Advisor
608.519.4200
1027 Riders Club Road
Onalaska, WI 54650
kris.birkholz@edwardjones.com



Jenny Akins
Financial Advisor
608.781.4333
1200 County Road PH - Suite 200
Onalaska, WI 54650
jenny.akers@edwardjones.com



Heidi Lydon
Financial Advisor
608.487.9509
606 West Wisconsin Street
Sparta, WI 54656
heidi.lydon@edwardjones.com



Margaret Severson, AAMS[®]
Financial Advisor
608.637.7233
520 N. Main Street - Suite A
Viroqua, WI 54655
margaret.severson@edwardjones.com



Denise Halverson, AAMS[®]
Financial Advisor
608.269.9136
2101 West Wisconsin Street - Suite C
Sparta, WI 54656
denise.halverson@edwardjones.com



Amy J Stodola, AAMS[®]
Financial Advisor
608.788.2668
1212 Horton St - Suite 200
La Crosse, WI 54601
amy.stodola@edwardjones.com

Women in Wellness



Heather Froh

Co-owner/Instructor



Heather Happel

Co-owner/Instructor

PILATES CLASSES

Reformer & mat classes

Private sessions

PILATES TEACHER TRAINING

450-hour certification

Mat and equipment training

Employable anywhere in the world

1052 Oak Forest Drive, Suite 320-Onalaska • 608.781.2656
www.PilatesStudioLax.com



Naturally Unbridled
Wellness^{LLC}

- Holistic Fertility Support
- Herbal Menopause Support
- Breast & Body Thermography
- 12 Different Holistic Services/Therapies to Choose From



Patti Bartsch, PhD, Traditional Naturopath

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

Om yoga 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

200 Hour Yoga Teacher
Training starts
SEPTEMBER 2021
www.tammyzyoga.com

1288 Rudy Street, Suite 102-Onalaska • 608.783.3355
www.OmYogaOnalaska.com



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

Trauma, Anxiety and Grief Work

EFT/Tapping/EMDR

Family and Relationship Concerns

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



Let's Explore La Crosse!

Feeling wanderlust? Explore La Crosse has great ideas for tourists and staycationers alike.

BY SARAH ARENDT-BEYER | PHOTOS BY FRONTIER PHOTOGRAPHY

Vaxication. Revenge travel. Gramping. Haven't heard these terms yet? You will.

They're part of the travel resurgence, which has the staff of the La Crosse Area Convention and Visitors Bureau—aka Explore La Crosse—feeling optimistic. “People are just like, ‘I’m ready to go ... this is it, it’s time!’” says Haleigh Doyle, director of media and marketing,

excitement in her voice. Deb Carlson, director of membership and grants, agrees: “There’s just an urgency to go.”

Yet there have been some changes to *how* people travel. “People are doing things a lot more last minute ... which makes a more localized destination like us off I-90 so convenient,” says Doyle. “People are just ready to go when they’re inspired to go—they aren’t taking three weeks or two months to plan ahead of time, necessarily. Everyone is just antsy to get out of their house,” she says.

The team at Explore La Crosse is here to help people do just that. Their mission is to build awareness of the Upper Mississippi Valley region as a global tourism destination, increase revenue and stimulate economic development, and enhance visitor spending and overnight stays. Staff focus on leisure travel, as well as conventions, trade shows, group tours and sporting events. Following the pandemic, much of their marketing emphasizes attracting regional travelers. “We want to be the most interesting destination for them to jump in their car and head this way,” says Carlson.

PROUD OF OUR AREA’S OFFERINGS

Luckily, as residents of the La Crosse area know, there’s a lot to love here. “We have so many things to be proud of, and it’s our job to make sure that the outside world understands that and knows that there’s so much to offer,” says Carlson.

“The top things at least in terms of our marketing data,” adds Doyle, “are outdoor recreation, our natural wonders: the bluffs, the water, the trails.” She adds that people are also excited about our craft beverage options—the distillery, wineries and breweries. And of course, “festivals are always something we’ve leaned on. We’re excited to have those come back this year,” she says.

Food is also an up-and-coming attraction. “That is one thing that is well represented through the entire La Crosse area, including La Crescent,” says Carlson. And when travelers call asking for recommendations? “A lot of what we need to do is determine what is your interest, what are you looking for, what have you done and what do you want to try?” Carlson says. “You don’t have to always go with what you know best and what you like.” She recommends being brave enough to try new flavors and tastes.

IT TAKES A TEAM

Passion for our region, passion for travel in general and a collaborative approach are part of what makes the team at Explore La Crosse great at what they do. “This is probably the best team I’ve ever worked with,” says Carlson. “We are all very different, but we laugh, we work, we can play and it’s pleasant coming to work.”

That camaraderie helps the team accomplish big things, including pivoting when the pandemic hit. “Because of the pandemic,” Carlson says, “our entire strategy has changed over the past year and a half to driving, and to reaching out to people outside of the area but within a Midwest driving range, because they feel safer.” Staff deploy many strategies to bring these “road trippers” to the area, using the slogan “*We’re just a road trip away!*”

FIND YOUR NEXT-DOOR ADVENTURE

One of those strategies is to post itineraries on the explorelacrosse.com website. The itineraries feature interest-based activities for two- or three-day trips. There are itineraries for foodies, art and history buffs, adventure junkies and more.

There is even an itinerary for a staycation. Why not explore your own backyard? The “staycation bucket list” suggests things like reading



The women of the Explore La Crosse staff are evangelists for the area and all it has to offer. From left, Michelle Hoch, director of finance and human resources; Deb Carlson, director of membership and grants; Janet Dahl, tourism and volunteer services; and Haleigh Doyle, director of media and marketing.

a book at Great River Landing, taking a selfie with Sunny the Sunfish or shopping at a local farmers’ market. You don’t have to drive very far to uncover a unique experience. Carlson recommends that if you live in La Crosse, branch out and tour West Salem or Holmen, or vice versa. “There are definitely hidden gems to be seen,” she says.

Ready to explore further afield? To have a great travel experience, Doyle suggests, “Be willing to ask your waiter a fun question like ‘Where is your favorite place to eat?’ or ‘What’s the best view at sunset?’ Leave a little room in your itinerary for things to just pop up. Have a little chat and save a little room in your itinerary for the unexpected. Finding those things out makes you kind of feel special when you leave, like, ‘I doubt everyone even knows that that place exists, and we went there!’”

She suggests not planning every single moment of your trip. “I like to not necessarily have every hour scheduled out. You’re walking downtown to where you’re going to eat, and you come across an ice cream parlor that you didn’t know existed, and you’re like, ‘Oh my gosh, we have to go there!’ Save room for those things you didn’t anticipate.”

SHARE YOUR PRIDE THROUGH RESPECT

As a tourist, whether in your own backyard or further away, Carlson and Doyle note the importance of respecting the environment you’re in. “While travel is rebounding, people are still sensitive and protective of their hometown and want to feel safe where they live, and not just when they travel,” Doyle says. Respect the regulations and requests that businesses put in place so everyone can feel comfortable.

How can businesses welcome the tourists? “Just remember who’s making your living,” Carlson says. “Our visitors are concerned about their safety, and if this is their first adventure, they want to have fun; they want to relax.” Businesses should do their best to help visitors feel safe and welcomed.

The La Crosse area has so many natural wonders and businesses for locals and travelers to enjoy. We’re lucky to have the dedicated Explore La Crosse team helping the world discover them. **CRW**

Sarah Arendt-Beyer is a writer and marketer who loves exploring La Crosse’s beautiful natural areas by car, bike and foot.

tools for SCHOOLS

TEACHERS!

YOUR CLASS COULD
RECEIVE \$1,000

HAVE A **PROJECT** YOU NEED HELP FUNDING?
APPLY TODAY AT **WXOW.COM/TOOLS**



Brenengen Auto
Auto.com
Customer for Life

DEPENDABLE
SOLUTIONS 
When you need "IT" done—Trust Dependable

 River Bank



The Board Store
Home Improvements



Modern • Organic • You

Moxy: A Collision of Sustainable and State-of-the-Art Beauty

Moxy Salon & Spa • Shiny Objects Boutique

311 S. Main St, Holmen • 608.526.6440 • www.moxyspa.com



Voted Best of La Crosse County 2021: Best Hair Salon • Best Hair Stylist



HOMETOWN TRADITIONS PASSED ON

New owners bring fresh insights while maintaining longtime legacies.

BY TALLITHA REESE | CONTRIBUTED PHOTOS



Cyndi and Scott Leckey are carrying on a 20-plus-year tradition, and adding a few touches of their own, at Westby House Inn & Restaurant.



La Crosse's Painted Porch boutique's new owner, Hannah Vanderhorst, appreciates the mentorship she has received from founder Peggy Rodriguez.

Communities thrive on a combination of continuity and ingenuity, and that combination is keeping three local businesses strong as new owners infuse their own style into established community favorites.

WESTBY HOUSE INN & RESTAURANT, CYNDI & SCOTT LECKEY

The Westby House Inn & Restaurant was owned and operated by Mike and Marie Cimino from 1998 up until 2020, when Cyndi and Scott Leckey visited the bed-and-breakfast in July for an escape during the pandemic and fell in love.

When the Leckeyes learned that the business was for sale, they ended up spending part of the weekend in a real estate office. They officially purchased the business December 10, 2020, and arranged a 90-day transition period during which the Ciminos provided insight and advice.

"This was a godsend, and they were so very helpful," says Cyndi. "This gave me the chance to familiarize myself with the operations and Mike and Marie the chance to pack up a 23-year life to move."

The Leckeyes continue to stay in contact with the Ciminos "to share insights and learning, and sometimes a little counseling," notes Cyndi.

Though the Leckeyes admit it's been a wild ride since taking over an already established business, they say it's all been worth it. The

community of Westby has been friendly and accommodating.

"Overall, it has been going well," says Cyndi. "We have made some mistakes, had a lot of laughs, and have learned so much!"

Though Cyndi is a personal trainer and nutritionist, she also has experience in hospitality as her parents owned bed-and-breakfasts where she used to spend summers working.

"I discovered the joy in running a bed-and-breakfast, but this was only the tip of the iceberg as I would learn what was entailed when it actually came to owning one myself," says Cyndi.

The couple have also incorporated Scott's background into the Westby House by offering evening dine-in pizza options for guests, opening to the community on Saturday nights. Scott was a hospital administrator for 30 years but grew up in California, where his first job was at a pizza joint.

In addition to the pizza, the Leckeyes eventually plan to develop a wine and cheese bar experience open to both their guests and the community.

Even with plans for some new offerings, the Leckeyes are dedicated to continuing what the Ciminos built: "A brand centered on good food and a guest-centered experience," says Cyndi.

PAINTED PORCH, HANNAH VANDERHORST

Painted Porch in downtown La Crosse is a charming boutique



Summer Snyder is the new owner of Weddings By Nancy. She joined the business in 2015 as lead wedding planner/designer and began transitioning into ownership in 2020.

filled with home décor, gifts and restyled vintage furniture. Peggy Rodriguez originally opened the store in 2010 and ownership transitioned to Hannah Vanderhorst in September 2020 after a long process that was complicated by the pandemic.

“A process that should have taken a couple months turned into almost a year,” says Vanderhorst. “I am happy to say that all the added paperwork and working through Covid paid off and perhaps made me a stronger businesswoman.”

Vanderhorst was first introduced to Painted Porch’s previous owner in 2001, when Rodriguez purchased some items from her home to repurpose. Vanderhorst was intrigued and excited to follow up with Rodriguez and learn how exactly she utilized the items. When Painted Porch first opened, Vanderhorst became a frequent customer.

Eventually, Vanderhorst, who had always been interested in owning her own shop where she could be creative, approached Rodriguez about the possibility of purchasing the business, but at that time Rodriguez wasn’t yet ready to sell. With many more conversations and time spent working together on furniture, that time came in February 2020.

“Peggy was, and still is, an incredible mentor,” says Vanderhorst. “She was able to share her business knowledge, favorite places to find antique treasures and secret painting tips with me.”

Since taking over, Vanderhorst has expanded business hours to Sundays and added a website.

“I am grateful to have purchased a well-established business in the most perfect of locations and buildings,” says Vanderhorst. “The biggest added bonus to purchasing an existing business was the phenomenal hardworking and creative staff that stayed on for the transition.”

Vanderhorst has enjoyed restyling vintage furniture for more than 10 years, but she previously worked as a manager of a chiropractic clinic. So, when the opportunity arose to purchase Painted Porch, she was excited to chase her dreams.

“I love what I do,” she says. “It’s the best of both worlds for me; I love being creative and constructing new pieces in my garage, and then I get to look a little nicer and enjoy all the beautiful people who come through the store.”

WEDDINGS BY NANCY, SUMMER SNYDER

Weddings By Nancy was established in 2002 by Nancy Flottmeyer and offers full-service wedding and event planning, design and on-site production, helping couples prioritize the details so they can relax and enjoy their big day.

Summer Snyder joined Weddings By Nancy in 2015 as the lead wedding planner/designer and began transitioning into ownership in late 2020, making it official in April 2021.

“This has always been the eventual plan since I started with Nancy in 2015,” says Snyder. “2020 was the year of the pivot, so we thought, what better time than now?”

While Snyder has taken over the wedding side of the business, Flottmeyer retains ownership of the corporate event side of things.

“We feel it’s such a perfect way to move forward,” says Snyder. “We both get to fully run and manage the types of events we each most enjoy, while continuing the bond we’ve created over the last six years working together.”

“The brand has longtime respect and recognition in the La Crosse community, and I look forward to keeping that going,” says Snyder.

Snyder is considering a few new offerings that might benefit a wider range of couples in the area, such as online planning resources and consulting packages and a shop page. She also plans to begin a branding/name change sometime later in the year or early in 2022.

For now, Snyder is focused on continuing the transition and executing weddings.

“We’re in full wedding season right now and very happy to be able to see these weddings come to fruition that had to reschedule in 2020,” she says. **CRW**

Tallitha Reese is a freelance writer and content manager based in Cashton. She owns Words By Reese; you can find out more about her and her work at www.wordsbyreese.com.



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



Our goal is to make small business owners successful!



Angela Jones

For over 42 years providing...

- Accounting Services
- Business & Individual Tax Preparation & Planning
- Business Consulting

With strong client relationships & personalized service

ewh Small Business Accounting S.C.
1052 Oak Forest Drive, Suite 205
Onalaska, WI
608-781-5625
www.ewhsba.com

ACCOUNTING • PAYROLL SERVICES • BOOKKEEPING
TAX SERVICE • CONSULTATION



STEPPIN' OUT IN PINK

Gundersen Medical Foundation

Saturday
September 11, 2021

Virtual walk September 1-11

Walk to support local breast cancer research, programs and services at Gundersen Health System

Register Now
SteppinOutInPink.org

Scan to make an impact



Proud sponsors



MAKING HER HOMETOWN PROUD

NASA software engineer Andrea Connell shares her passion for STEM careers.

BY SAM STROOZAS | CONTRIBUTED PHOTOS



Holmen native Andrea Connell made her way from a student programming job at the University of Wisconsin-La Crosse to the NASA Jet Propulsion Lab working on the Mars 2020 Perseverance Rover, where she says diverse backgrounds lead to the best problem solving.

When Holmen graduate Andrea Connell stepped foot on campus at the University of Wisconsin-La Crosse, she didn't know that in a few short years she would be a software engineer at NASA.

She didn't know any programming when she arrived at UW-La Crosse, but after a visit to the advising center, she figured out which courses were required to explore a future in programming. She soon got a job at the Office of Residence Life as a student programmer, where she worked on room sign-ups, tracking student applications and tech support. She remembers going to her programming classes, then right to work, where she would apply everything she was learning.

"It was really hands-on, and they trusted us," she says about her on-campus job. "When I think back about what that 'major moment' was for me, it was my programming job at UWL."

MAKING HER NEXT MOVE

When exploring future career options, Connell came across an application to NASA's internship program. She didn't know much about it but thought it would not hurt to apply. "The application looked like any other part-time job," Connell says. "So I thought I could at least fill out the application."

She was hoping to get an internship at the Kennedy Space Center in Florida but was offered a position at NASA's Jet Propulsion Lab in Pasadena, California, where she works now. She decided to take the internship, which she now says was better than she ever could have hoped for.

After her internship, she went to work for Amazon but kept in touch with those at the Jet Propulsion Lab, still interested in the work they were doing. In the back of her mind, she knew she wanted to

work there again. She later applied for a full-time job in the lab and has now been working with NASA since 2015. Since then, she has done software development for the Deep Space Network, the Cassini Mission to Saturn and the Mars 2020 Perseverance Rover.

DIVERSIFYING THE FIELD

In her own experience, Connell was surprised at coming to NASA because she had assumed you had to be a child prodigy or working toward the goal of NASA your entire life—but that is not the case. In fact, a current passion project of hers is helping underrepresented young women feel supported in the often male-dominated field of STEM. She volunteers with Black Girls Code and Girls Who Code.

"One of the big things about computer science and programming is solving problems," Connell says. "You really have to think through the problem and the best way to solve it, and the best way to do that is to have a diverse group of people in that problem-solving process."

She has found that by incorporating diverse voices, problems can be solved more efficiently and with intersectionality and access at the forefront. Her colleagues come from a wide variety of backgrounds, and Connell believes it makes the atmosphere all the richer.

"People come from all different backgrounds and end up at NASA," she says. "There is no one path to take; you don't have to have it all planned out from the beginning. It is never too late to get started; you can come at it from whatever angle is the most interesting for you." **CRW**

Sam Stroozas is a UW-La Crosse grad and journalist in Chicago focusing on gender and sexual health issues.

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

coulee region
women

2021 BUSINESS RESOURCE DIRECTORY



REACH WOMEN
ALL YEAR!

Advertise in the 2022
Business Resource Directory

Contact Rachel Persson
for more information.

rachel@crwmagazine.com

608-783-5395

Download our *options—explained guide*
so you'll have it handy when you need it!



Your healthcare options—explained.

Pediatrics, Family Medicine
and Internal Medicine
should be your first choice
for support when seeking
healthcare; however,
there are some situations
in which other options
might better meet
your needs.

We want to make care
easy, convenient
and **affordable**
for you.

Winona Health
SmartExam

Common illness or injury treatment that doesn't require a physical exam. Use your smartphone, tablet or computer. Answer questions online—no audio or video (some conditions may require a photo). A Winona Health provider will respond with a treatment plan and prescription if necessary.

No appointment necessary. Complete SmartExam anytime. Diagnosis and treatment plan within an hour during SmartExam hours.

Monday - Friday, 7 am - 8 pm
Saturday & Sunday, 7 am - 5 pm
winonahealth.org/smartexam

Only \$39

Main Street Clinic
Quick Care

Common illness, injury and preventive care. Cash-based, transparent pricing. Know cost before you commit. No insurance filed. Receipt provided for self-file or a Health Savings Account (HSA) or Flexible Spending Account (FSA) claim.

Walk in or schedule online.

Main Street Clinic
Corner of 4th & Main
107 W. 4th Street, Winona
507.457.7620

Monday - Friday, 7 am - 5 pm
Prices posted onsite and online
mainstreetclinicmn.org

Generally \$79

Winona Health
Primary Care

Preventive and wellness care and screening care for illnesses and injuries; diagnosis, treatment and management for health conditions; health education; referral to specialty care as needed.



Scan the QR code to download the guide or visit:
winonahealth.org/options

WH Winona Health
Healthy starts here.

855 Mankato Avenue • Winona, Minn. • 507.454.3650
www.winonahealth.org

Find us online:
winonahealth.org



Mainstream
Boutique

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

www.facebook.com/

[mainstreamboutiqueonalaska](https://www.instagram.com/mainstreamboutiqueonalaska)




SUSTAINABLE INGREDIENTS | CRUELTY FREE
SPECIALTIES IN: HAIR LOSS | SCALP ISSUES
LIVED IN, DIMENSIONAL COLOR | GRAY COVERAGE

At Amy Elizabeth Hair Design, I strive to offer Cruelty free, Sustainable salon options. My Natural Hair Colors, Care & Styling are Eco Certified and lead to a cleaner, more pleasant environment and reduced carbon footprint. In addition, you will find personalized Hair services that are catered specifically to your needs. Swing by to start looking and feeling amazing!

Amy Elizabeth
HAIR DESIGN

ORGANIC BEAUTY FOR THE SOUL

301 MAIN STREET, ONALASKA • WWW.AMYELIZABETHHAIRDESIGN.COM  

HOUSE WARMINGS
Vintage Decor • Crafted & New



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



Since 1888

**LEITHOLD
MUSIC**

**Rent a Band Instrument
24/7 at**
www.LeitholdMusic.com
Click on our
Rental Department Page

VMH Offers 5-Star Care



Vernon Memorial Healthcare has received a 5-Star Patient Experience Rating from the Centers for Medicare & Medicaid Services. What does this mean to you? As our patient, you know VMH is recognized for exceptional care by a nationally-accredited program.

Don't put off your care – call us for an appointment.



vmh.org

Bland Clinic – Westby 608-634-3126
Hirsch Clinic – Viroqua 608-637-3174
Kickapoo Valley Medical Clinic – Soldiers Grove 608-624-5203
La Farge Medical Clinic – La Farge 608-625-2494

BIKING IN OUR BACKYARD

La Crosse area offers trails, roads and supportive groups to suit any cyclist.

BY MARTHA KEEFFE | CONTRIBUTED PHOTOS



Clockwise from top left: Randi Pueschner-Serres, co-owner of Smith's Bike Shop, and friends complete a mountain bike race; Pueschner-Serres' daughter, Rey, shows that girls can ride at any age; a group from Smith's Bike Shop takes a break at Barista's in Houston on a favorite route; Emily Vance, owner of River Trail Cycles in Onalaska.

Whether you're a veteran bicyclist or new to the sport, the La Crosse area does not disappoint when it comes to biking opportunities. "We have hills; we get to experience varied terrain," says Randi Pueschner, co-owner of Smith's Bike Shop in La Crosse.

That diversity is also what Emily Vance, owner of River Trail Cycles in Onalaska, loves about the Coulee Region. "From casual rides on our state trails to the tremendous mountain bike trails on the bluff, and for road biking, you can pick any direction," she says, noting that community support for cycling is also evident in the number of shared use and dedicated bike lanes being added in La Crosse and Onalaska. "There is something for every interest and skill level," she says.

Pueschner can attest. "I was very much a novice—slow rides around the neighborhood with the family—but then I met my husband, Erik, and got into it," she says.

A self-proclaimed take-charge person, Pueschner serves as the board president for Outdoor Recreation Alliance (ORA Trails), a nonprofit

established to build and maintain biking and hiking trails within the Driftless region, and as a board member of the Bike and Pedestrian Advisory Committee for the City of La Crosse. "What started out as something I did for exercise ended up being something I love."

ON THE ROAD

Beyond the obvious benefits of biking (weight management, strength, balance and coordination), pedaling along a meandering river, cresting the top of a bluff after a heart-pounding climb or cruising through the lush landscape of western Wisconsin can provide even the most hesitant cyclist with an unexpected element of confidence and a sense of community. "I had no idea that biking could also be a social outlet," remarks Pueschner, who road-bikes regularly with a core group of supportive women.

"The women who bike around here are very inclusive, and you can easily find a group that fits your ability and lets you know what to expect on the ride," says Pueschner. "If you're afraid of riding in

traffic, going down hills, don't know the rules of the road or just don't know what clothes to wear when you ride, there is always someone who's willing to help you out. Women tend to be more emotionally connected. Don't be scared. Ask questions."

If you're new to any type of biking (or just pulling the bike out of the garage for the first time in a decade), our experts recommend investing in a new helmet and taking the time to tune up your old bike for safety or find a bike that fits you well. Helmet materials break down over time, so they should be replaced every five to seven years, Vance says.

"Don't just take any bike and be okay with it; otherwise, you'll be miserable. Your bike should be comfortable," Pueschner says.

MOUNTAIN BIKING THE BLUFFS

Mountain biking challenges cyclists to test their technical skills as they roll over rocks and tree roots and maneuver up and around man-made obstacles. Mountain bikers can bob and weave along flowing, tree-lined trails, dip into steep valleys and climb up switch-back ravines: an off-road experience without an all-terrain vehicle.

"At first I was so scared to try mountain biking," says Pueschner,

who didn't relish the thought of crashing. "But Erik loves it, and he knew I'd love it, so I gave it a try."

Nowadays, Pueschner shakes off the occasional bruise and heads for the trails whenever she can. "Around here, we can access trails right from our neighborhoods," says Pueschner, as a reference to the extensive network of quality shared-use trails that wind through the bluffs near the weather station on County FO, and below Grandad Bluff in La Crosse. "We don't have to pack up a car and drive to the trails; they are right here."

In addition, Pueschner welcomes those chance meetings when she's able to offer instruction to other women who are out on the trails. "Mountain biking is predominately a man's sport, but more women are trying it," she said. And as with road biking, there's no reason to shy away from the sport. "It seems scary at first, but if you take your time, bike at a level you're comfortable with and ask for help you'll end up loving it. People who bike are just friendly and helpful."

CRW

Martha Keeffe lives in La Crosse. On the occasion that she's not out biking on the trails or on the road, she might be writing.

FIND GROUP RIDES:

Smith's Bike Shop group rides: <https://smithsbikes.com/group-bike-rides>

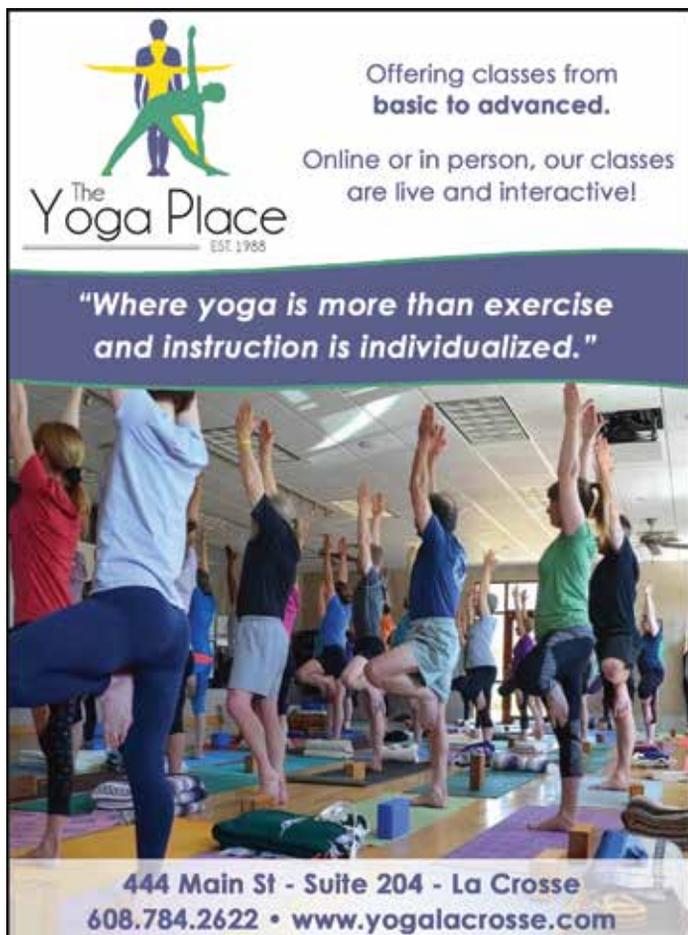
Coulee Region Ladies Rides: coulee-region-ladies-rides@googlegroups.com or <https://www.facebook.com/groups/599571966760071>

La Crosse Rides | Community Hub for MTB, Gravel & Road Cyclists:

<https://www.facebook.com/groups/lacrosserides>

Randi's favorite route:

https://ridewithgps.com/ambassador_routes/419-baristas-epic-coffee-ride-46-miles



Offering classes from basic to advanced.
Online or in person, our classes are live and interactive!

The Yoga Place
EST. 1988

"Where yoga is more than exercise and instruction is individualized."

444 Main St - Suite 204 - La Crosse
608.784.2622 • www.yogalacrosse.com



SLEEP SERVICES for a Better Night's Sleep

"About a week after I had my BiPAP machine, I felt very well rested. I was energetic and felt back to my normal self."
– Kristi Holthaus, Tomah Health Sleep Services Patient

It is estimated that **one in five adults has sleep disordered breathing** and 80% are unaware and go untreated. At Tomah Health, our accredited Sleep Services can help **diagnose various sleep disorders such as sleep apnea, insomnia, and restless leg syndrome** through on-site sleep studies. We also offer CPAP equipment and supplies by prescription.

Learn more about getting the rest you deserve at TomahHealth.org



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



Caring and Inclusion THROUGH COVID

Mayo Clinic's Moua Torgerson brings organizational and cultural experience to her role facilitating testing and vaccination.

BY HEIDI BLANKE

PHOTO BY TERESA HASE,
MAYO CLINIC HEALTH SYSTEM

If you received either Covid-19 testing or a vaccination at Mayo Clinic Health System in La Crosse, Moua Torgerson likely had a hand in getting you through the process. As an assistant supervisor in the Office of Access Management there, she helped ensure the Covid program succeeded. In addition, she is a member of the Diversity and Inclusion Committee and chairs the Share subcommittee.

A HISTORY OF HELPING

The third of 10 children, Torgerson is a Central High School graduate who had to put off college to help care for her siblings and ailing father. However, this fall, she starts school full-time at Western Technical College majoring in health care administration, all while maintaining her current job. Ultimately, Torgerson plans to earn a master's degree at Viterbo University.

The past year, she notes, has been one of constant changes, made more difficult as the world turned virtual. Typically, she says, she "likes to be there and show you hands-on."

Torgerson's perseverance shines through in the way she speaks and the words she uses. "I never feel like a question is a stupid question because change happens so much," she says. "I try to give people a lot of grace. I know how hard it is to not get all the information you need."

SCHEDULING FOR COVID

With Covid, Torgerson expanded her work responsibilities. "Last October, I took on the testing site in La Crosse, so I helped with the scheduling process," she explains. While the novel undertaking required trial and error at first, she says it fell into place quickly to run smoothly.

As a Hmong community member, Torgerson was instrumental in breaking the language and culture barriers for encouraging vaccination, reaching out through the Hmong radio channel and other outlets. "If

you need a vaccine, here's my phone number, call me," she says. "I was shocked at how many phone calls I got, so I was happy to get them scheduled. When I saw them come in, I was really excited."

FOSTERING DIVERSITY AND UNDERSTANDING

The pride and joy of Torgerson's work is her involvement with the Diversity and Inclusion Committee. Her subcommittee, Share, brings people together "to get to know what it's like to be diverse," she says. "It's not just skin color. It's a hard subject. It's a hard conversation, but having someone come and talk about that experience can help you understand someone and what it is like every day for them."

Torgerson is no stranger to racism. As a high school student, an advisor discouraged her from applying to a university, telling her a two-year school is "where your kind goes." One of the results, she says, is "you get imposter syndrome. I found out that it happened to many other students."

She doesn't want that for her siblings. "I'm really vocal, and I will call you out to say that's not appropriate," she says. "I will not stand down or tolerate that kind of attitude. It's been hard."

PROUDLY MOVING FORWARD

The last year, Torgerson notes, seems to have increased the level of microaggressions in the Coulee Region toward people of color. Still, she sees an opportunity at Mayo to grow her leadership skills, promoting health and a better understanding of tolerance and inclusion. **CRW**

Heidi Griminger Blanke is a La Crosse freelance writer and is grateful to everyone connected with helping residents receive the Covid vaccination. She is thrilled to be with her vaccinated friends and family again and hopes the world has learned a lesson about pandemic preparedness.

Improving Your Home...Improving Your Life

Locally Owned for Over 30 Years



Replacement Windows



Entry, Storm & Patio Doors



Siding, Gutters & Trim



Bath Remodels



Kitchen Remodels



Flooring



The Board Store Home Improvements • 524 Copeland Ave - La Crosse, WI • 608.782.8877
Monday-Friday: 8a.m.-6p.m. | Saturday: 8a.m.-4p.m. | Sunday: Closed • www.theboardstoreonline.com

A photograph of a luxurious living room featuring a tufted cream leather sofa, a large abstract painting, and a modern side table.

Quality
Comfort
Luxury
Close to Home

Interior Design
Space Planning
Lighting
Area Rugs
Upholstered Furniture

INTERNATIONAL
Furniture

www.iflax.com | 608.781.5500 | 301 Sky Harbour Drive, La Crosse
Mon.-Fri. 10 a.m.-6 p.m. | Sat. 10 a.m.-5 p.m. | Sun. 12-5 p.m.

Coulee Region LIVING

The latest in Coulee Region home products and services!



In-Person Tour

August 19-22, 2021

Thursday & Friday: 5-8 p.m.

Saturday & Sunday: 10 a.m.-5 p.m.

Virtual Tour

August 31-October 31, 2021

www.labaparadeofhomes.com



PEOPLE'S CHOICE

Don't forget to vote!

TICKETS:

\$10 at all ticket outlets

\$10 at the door of each Parade Home

Limited to children 16 and older

Cover home by MasterCraft Homes, Inc.

Sponsored by:





**IF YOU CAN DREAM IT...
WE CAN BUILD IT.**

"When you build with us, you're building with the best."



Call us at **608-386-0638** or enjoy
the virtual tour of our homes at
www.lifetimedesignhomes.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: Duane Schulze (Marlin Homes LLC)
- Vice President: Andrew Lamprecht (La Crosse Truck Center Ford)
- Treasurer: Dallas Werner (First American Roofing & Siding)
- Past President: Jody Swenson (Knight Barry Title United LLC)

LABA Directors

- Alex Goodman (Wisconsin Building Supply, Inc.)
- David Coleman (Coleman Custom Homes LLC)
- Jon Olson (Jon Olson Construction, Inc.)
- Jeremy Riley (JBrooke Garage Door LLC)
- Kraig Lassig (Lautz Lassig Custom Builders, Inc.)

NAHB (NATIONAL) Directors

- Tom Thompson (life) (T.N. Thompson Enterprises)
- Jon Olson (Jon Olson Construction, Inc.)

WBA (STATE) Directors

- Jody Swenson (Knight Barry Title United LLC)
- Jeremy Riley (JBrooke Garage Door)
- Kraig Lassig (Lautz Lassig Custom Builders)
- Mark Etrheim (life) (MasterCraft Homes)
- John Lautz (honorary) (Lautz Lassig Custom Builders, Inc.)
- Tom Thompson (life) (T.N. Thompson Enterprises)
- Jon Olson (life) (Jon Olson Construction, Inc.)

LABA Staff

- Executive Officer: Tena Bailey
- Executive Assistant: Kristen Lueth
- Office Assistant (part time): Harrison Bartheld
- Government Affairs Consultant: Nate Sampson
- Building Manager (part time): Jonathan Heinz

Parade Committee Members

- Chairman: Lois Becker (Midwest TV & Appliance)
- Betty Christiansen (*Coulee Region Women* magazine)
- Rachel Persson (*Coulee Region Women* magazine)
- David Coleman (Coleman Custom Homes LLC)
- Sue Weidemann (Beaver Builders Supply, Inc.)
- Duane Schulze (Marlin Homes LLC)
- Dawn Johnson (Century 21 Affiliated)

816 2nd Avenue S. | Fax: 608-781-5221
 Onalaska, WI 54650 | info@labaonline.com
 608-781-5242 | www.labaonline.com



Welcome to the 2021 La Crosse Area Builders Association (LABA) Parade of Homes, an annual tradition hosted by LABA since 1976.

Online and in-person, you will discover the latest in architecture and home design, interior design trends and home technology, outdoor living and landscaping. Many creative ideas from various fields of expertise ultimately come together when building a new home or remodeling an existing home.

If you're excited about designing the home you've imagined for years, the Parade of Homes gives you the opportunity to speak directly with the builders and see their work and craftsmanship firsthand. There are great incentives to build a home for the Parade of Homes. There are many talented and reputable builders and designers right here in the La Crosse area.

We are excited for people to have the opportunity to explore our Parade of Homes in-person or with the online virtual tours. This year's Parade of Homes features seven homes in the area you can visit August 19-22 and two homes you will be able view only virtually beginning August 31. All of the homes will be featured in a video tour online August 31-October 31, 2021 at www.labaparadeofhomes.com.

Don't forget to cast your vote for the People's Choice Award. Rate each home you visit based on your opinion of its curb appeal, kitchen and bath, interior design, landscaping and craftsmanship. The winning home will be featured on the front cover of next year's Parade of Homes edition of *Coulee Region Living* magazine.

I would like to give a special thank-you to the LABA Parade of Homes committee, LABA staff and participating builders and designers for all their hard work organizing this year's Parade of Homes.

We thank you for continuing to make the Parade of Homes a wonderful community event!

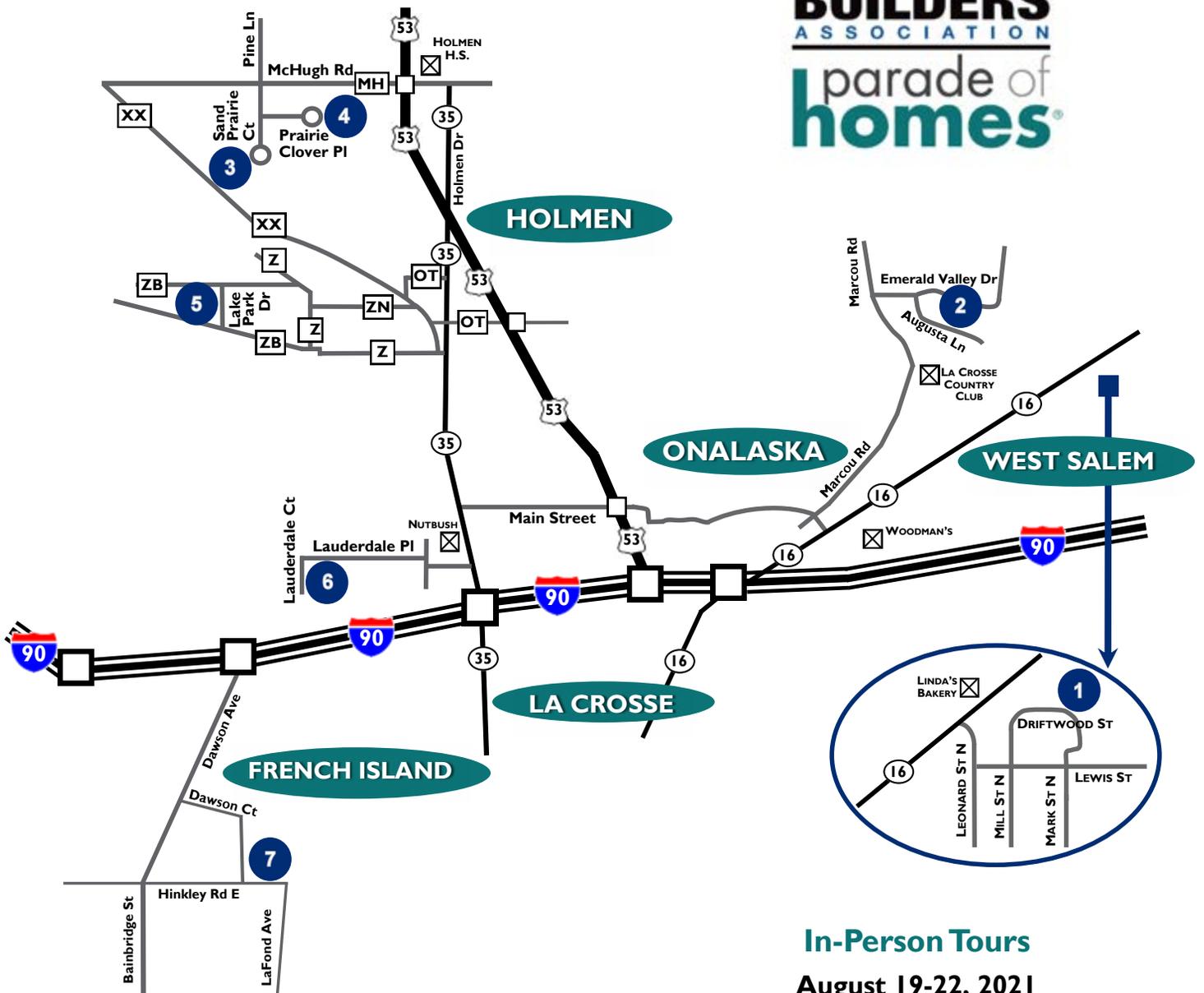
*Lois Becker, Midwest TV & Appliance
 2021 Parade of Homes Committee Chair*

Parade of Homes®, August 2021

Copyright 2021 Coulee Region Communications LLC • 816 Second Ave. South, Suite 300, Onalaska, WI 54650.

All rights reserved. No part of this magazine may be reproduced or reprinted without written consent of the publisher. Neither the advertiser nor Coulee Region Communications will be responsible or liable for misinformation, misprints, typographical errors, etc., contained herein.

PARADE OF HOMES MAP 2021



MAP IS NOT TO SCALE

In-Person Tours

August 19-22, 2021

Thursday-Friday: 5-8 p.m.

Saturday-Sunday: 10 a.m.-5 p.m.

Virtual Tours

August 31 - October 31, 2021

labaparadeofhomes.com

PARADE OF HOMES LISTINGS 2021

#	Builder	Phone	Address	Subdivision	Bed.	Bath.	Sq. Ft.
1	Lifetime Design Homes	608-386-0638	520 Driftwood St., West Salem	Neshonoc Lake	4	4.5	5,324
2	T.N. Thompson Enterprises	608-792-8453	3307 Augusta Ln., Onalaska	Emerald Valley	4	3	4,282
3	Jon Olson Construction, Inc.	608-781-5428	N6787 Sand Prairie Ct., Holmen	Wildflower Terrace	4	4	3,600
4	Town & Country Homes LLC	608-792-2077	W7855 Prairie Clover Pl., Holmen	Wildflower Terrace	3	3	3,237
5	Lautz Lassig Custom Builders, Inc.	608-786-2535	N5805 Lake Park Dr., Onalaska	Rivendell	3	2.5	2,600
6	Jon Olson Construction, Inc.	608-781-5428	3206 Lauderdale Ct., La Crosse	Remodel	3	3	2,350
7	MasterCraft Homes, Inc.	608-781-7200	75 Hinkley Rd., La Crosse	Dawson Park	3	2.5	3,191

As you tour, please remember that families live in these Parade Homes.

Virtual Tours Only

A	Coulee Region Mobility	608-487-5617	www.labaparadeofhomes.com	Tomah	Accessibility Remodel		
B	MasterCraft Homes, Inc.	608-781-7200	www.labaparadeofhomes.com	Town of Holland	2	3.5	2,117



La Crosse • Festival Foods - Copeland Ave.
Onalaska • Holmen • West Salem
La Crescent • Winona • Rochester
608-787-4500 • www.altra.org
*Equal Housing Lender. Federally insured by NCUA.
Contact Altra for more information.*

RATES ARE STILL LOW...REFINANCE TODAY!

ALTRA HOME *home your way*



LOCAL SERVICING & EXPERTISE • EASY PREAPPROVAL & LOAN CLOSING



UPGRADE YOUR HOME'S ENERGY FOR REBATES AND COST SAVINGS.

Learn more at xcelenergy.com/HomePerformance.



© 2019 Xcel Energy Inc.





Design that reflects and inspires

Fine furniture
Lighting
Designer tiles & wood flooring

Beautiful fabrics
Wallcoverings & grasscloth
Draperies

Accessories
Designer carpets & rugs
Space planning

Visit M-F 8am-4pm 1802 State Street, La Crosse Explore jcompanystudio.com Connect 608.784.9530   



Mortgage programs to make you feel right at home

Let's see what we can do together.

Apply online or contact me for a consultation.

Erik Beach, NMLS #8893
608-791-5624, bremer.com/erikbeach

BREMER
MORTGAGE

bremer.com





TOMAH – ACCESSIBILITY REMODEL

COULEE REGION MOBILITY

LABA MEMBER SINCE 2018

Accessibilities! This home is a superb example of how to make a home accessible for those with mobility issues. Our team designed and implemented the remodels with special care and consideration to maintaining the home's existing beauty while integrating features to make the home more user-friendly for everyone. Features range from a garage lift system that offers touch-of-a-button access to the main level to a rail system that glides easily from bedroom to bathroom. The bathroom, with its custom vanity and shower supports, allows privacy and comfort. The beautiful chair lift offers this family the opportunity to have their loved one move from floor to floor with ease. One of life's joys is our independence; this carefully planned design now gives everyone just that! If you or someone you are taking care of has mobility needs, this is a home you will definitely want to visit on the virtual tour. See how your home can bring ease to everyone!



Brandy Ender

608-487-5617

couleeregionmobility@gmail.com

www.couleeregionmobility.com



ELEVATIONS

CABINETS • DESIGN • SOLUTIONS • BY 

LET OUR DESIGNERS TAKE YOUR KITCHEN DREAMS TO THE NEXT LEVEL.



Call for an appointment. Virtual visits available!

N5566 Frontage Road - Onalaska • 608-781-3900 • www.elevationsbywbs.com • Mon-Fri 8am-5pm • Thurs 8am-8pm



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



520 DRIFTWOOD ST., WEST SALEM – NESHONOC LAKE

4 BEDROOMS | 4.5 BATHS | 5,324 FT²

LIFETIME DESIGN HOMES

LABA MEMBER SINCE 1999

Allow extra time to view this stunning 5,324-square-foot lakefront home from “all the angles.” This home has a progressive exterior and boasts the first Tesla solar roof in the area. Inside, you will find a chef-caliber kitchen with professional-grade appliances, quartz kitchen countertops, hardwood flooring and an impressive two-story fireplace. The home is filled with light from lake views. The first floor features a luxurious owners’ suite with dual walk-in closets and cabinetry designed for your entire wardrobe. The two secondary bedrooms have walk-in closets as well. All bathrooms are stone and tile. In addition, there is a loft area, a theater room and a rec room to explore. The home utilizes SMART technology to its fullest! Custom shoe lockers are a must-see and not what you would expect!

Make sure to venture out on the carefully planned deck/outdoor living space to see picturesque Lake Neshonoc. You will truly see the owners’ vision of what it means to enjoy every part of their home. A heartfelt thank-you to the homeowners for allowing Lifetime Design Homes to make their vision of the perfect home a reality.



Ed Haupt

608-386-0638

ehaupt@charter.net

www.lifetimedesignhomes.com



HOME
#2

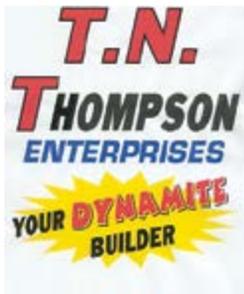


3307 AUGUSTA LN., ONALASKA – EMERALD VALLEY

4 BEDROOMS | 3 BATHS | 4,282 FT²

T.N. THOMPSON ENTERPRISES

LABA MEMBER SINCE 1989



Tom Thompson
608-792-8453

tom@tnthompsonenterprises.com
www.tnthompsonenterprises.com



T.N. Thompson Enterprises is excited to showcase this beautiful new home in Emerald Valley near the La Crosse Country Club. This masterpiece offers four bedrooms and three baths, with the twin master bedrooms sharing a Jack-and-Jill-style master bath featuring a luxurious soaking tub and a ceramic walk-in shower. The spacious three-car garage offers access to the basement and zero entry into the main floor living area. The barrel ceiling outside the front entry adds dramatic curb appeal to the home. And check out all the extra living space for guests or visitors in the finished basement.

Tom and Sandy Thompson offer a heartfelt thank-you to Jim and Donna for allowing us to share their beautiful new home in the 2021 LABA Parade of Homes. They'll enjoy exceptional quality in a comfortable and practical home by T.N. Thompson Enterprises. Give us a call when you are ready to talk about making your new dream home a reality. We're here for you.

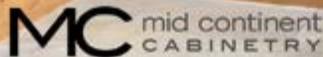
LABA MEMBERS USED: ADVANCED SEAMLESS, INC.; BADGER CORRUGATING CO.; CARPETS TO GO; E & B INSULATION; FLEIS INSURANCE AGENCY, INC.; GLASS INTERIORS OF LA CROSSE; HILLTOPPER REFUSE & RECYCLING; JBROOKE GARAGE DOOR LLC; LA CROSSE FIREPLACE COMPANY; OUTDOOR SERVICES, INC. (OSI); SHERWIN-WILLIAMS; WALDENBERGER, INC.; WINDOWS BY PELLA, INC.; WISCONSIN BUILDING SUPPLY, INC.; XCEL ENERGY, INC.



**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

Amanda Beckman, Interior Design
Tricia Hansen, Interior Design
Dan Beckman, Contractor Sales
Brien Plunkett, Commercial Sales



2946 Airport Rd - Suite 1 • 608-783-5667 • www.deckersgroup.com



**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

Cabinetry
Windows
Siding

BEAVER
BUILDERS' SUPPLY

Insulation
Roofing
Doors



Becky Dagensh
Cabinet Designer



Sue Weidemann
Cabinet Designer

www.BeaverBuildersSupply.com

Visit our newly
remodeled
showroom!

N6838 Builders Court
Holmen, WI 54636
608-526-3232

Now Featuring...



MIDWEST
TV & APPLIANCE

You Get More For Your Money!



608.781.1010

3600 Hwy 157, La Crosse WI
www.midwesttvandappliance.com





TOWN OF HOLLAND – VIRTUAL ONLY

2 BEDROOMS | 3.5 BATHS | 2,117 FT²

MASTERCRAFT HOMES, INC.

LABA MEMBER SINCE 1986

This ranch-style home is filled with beautiful Old World design and décor. Tall, vaulted ceilings with rustic wood beams and large windows welcome you as you walk inside. The family room has a floor-to-ceiling stone and wood fireplace next to a custom built-in stone entertainment center. The kitchen has stunning floor-to-ceiling cabinetry with a large island and peninsula. Just off the dining area, you can relax in the sunroom beside a custom brick surround fireplace.

A spectacular feature of this home is the master suite—a large bedroom and attached sitting room divided by a double-sided stone fireplace. Walk through the bedroom past a walk-in closet with custom cabinetry and into the massive master bath, where a large whirlpool tub is built into a stone surround with its own wood-burning fireplace.

A second bedroom and bath, mudroom and laundry room complete the main floor. This home is filled with gorgeous details everywhere you turn, from the impressive masonry to custom trim and cabinetry.

LABA MEMBERS USED: ADVANCED SEAMLESS, INC.; ARCADE PORTABLES; BOND DRYWALL; BUILDERS FLOORING; HILLTOPPER REFUSE & RECYCLE; HDAV; KNIGHT BARRY TITLE UNITED LLC; LA CROSSE FIREPLACE COMPANY; LIFETIME INSULATION; MAXWELL-WHITE PLUMBING, INC.; MJG EXCAVATING, INC.; OVERHEAD DOOR COMPANY OF THE 7 RIVERS REGION; SCHNEIDER HEATING & AIR CONDITIONING; USED ANEW; WISCONSIN BUILDING SUPPLY, INC.; WALDENBERGER, INC.



Jason Etrheim
608-781-7200
jason@mchlax.com
www.mchlax.com





1.49%
INTEREST
RATE

2.19%
APR

Merchants
Bank

Construction
loans

Your dream home on your schedule.

Building a home that's uniquely you - that's important. It starts with 5% down and talking about your goals to find a financing option that makes sense for you.

Meet Our Mortgage Team



Dawn Garms
Onalaska
(608) 779-8222



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



Tina Mueller
Onalaska
(608) 779-8294



Let's build together.

Save \$500 off closing costs when you bring in this ad.*

*Offer available on new purchase residential mortgage loans or residential construction loans only. One coupon offer available per loan. Redeemable at Merchants Bank locations listed in this ad. Coupon must be presented at time of application. Offer expires August 31, 2022.

Rate subject to change.

Subject to approval.
Member FDIC



www.townncountrytitle.com

Appleton | Arcadia | Green Bay | Holmen | Janesville
Kenosha | La Crosse | Wauwatosa | Winona

Confidence in Construction

Jim Kokott
Construction Disbursement Manager
608-323-3255

Local Offices
Arcadia
Holmen
La Crosse
Winona

Construction Disbursement Professionals on Staff!

COULEE REGION
MOBILITY
"Your local home accessibility provider"

RAMPS LIFTS BATHROOMS

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

HOME
#3



N6787 SAND PRAIRIE CT., HOLMEN – WILDFLOWER TERRACE

4 BEDROOMS | 4 BATHS | 3,600 FT²

JON OLSON CONSTRUCTION, INC.

LABA MEMBER SINCE 1990

This four-bedroom, two-story home features painted Craftsman-style woodwork, a large master suite, a 14-foot great room ceiling, a covered porch, a large deck and a four-car garage with a bonus lower-level garage. The large kitchen has quartz countertops, a walk-in pantry and luxury vinyl flooring. The home also includes a tiled walk-in shower. All Jon Olson Construction homes are guaranteed energy efficient and independently tested through the Focus on Energy program.



LABA MEMBERS USED: ABSOLUTE COMFORT HEATING & A/C LLC; ADVANCED SEAMLESS, INC.; BEAVER BUILDER SUPPLY; CITIZENS FIRST BANK; FLOORCRAFTERS, INC.; JTBROOKE GARAGE DOORS; LA CROSSE FIREPLACE COMPANY; MIDWEST TV & APPLIANCE; SHERWIN-WILLIAMS; STONE DISTRIBUTION LLC



Jon Olson

608-781-5428

jonolsonconstruction@centurytel.net

www.jonolsonconstruction.com



HOME
4



W7855 PRAIRIE CLOVER PL., HOLMEN – WILDFLOWER TERRACE
3 BEDROOMS | 3 BATHS | 3,237 FT²

TOWN & COUNTRY HOMES LLC

LABA MEMBER SINCE 2015



Bart Gunderson

608-792-2077

town.countryhomes@yahoo.com

www.townandcountryhomesholmen.com



This modern country-inspired home focuses on ease of living, functionality and energy efficiency, with an open-concept layout and a semi-private backyard adjoining Holland Sand Prairie nature conservancy land. You'll first notice the inviting covered front porch, zero-step entry, 9-foot walls and soaring vaulted ceilings. A distinctive open staircase adorns the front entry, flanked by a study with double sliding barn doors. The large open living space is flooded with natural light from Andersen Windows. Accentuating this space is a 12-foot sliding patio door leading to a beautiful three-season porch with a panoramic view of the large backyard from a maintenance-free deck and a stamped patio complete with a firepit. The gourmet kitchen features a walk-in pantry, bold cabinets and quartz countertops. A wonderful master suite boasts a 10-foot-high tray ceiling, large tiled shower and large walk-in closet. Other amenities include a heated four-car garage, tiled showers in all bathrooms, two fireplaces and a finished basement with a wet bar kitchenette. A special thank-you to Steve and Caroline for allowing us to build and show their beautiful new home!

LABA MEMBERS USED: ACT CONCRETE, INC.; ADVANCED SEAMLESS, INC.; BEAVER BUILDERS SUPPLY; CARPET CITY FLOORING CENTER; GERHARDS; HILLTOPPER REFUSE & RECYCLING; KNIGHT BARRY TITLE UNITED LLC; OUTDOOR SERVICES, INC. (OSI); OVERHEAD DOOR COMPANY OF THE 7 RIVERS REGION, INC.; RYBOLD EXCAVATING & PLUMBING, INC.



Lois Becker, Sales Associate

608-781-1010

loisb@midwestvandappliance.com

Hwy 157 & 16, La Crosse

Ready To Dig? DREAM BIG!

Building your dream home can be easy and affordable with
1st COMMUNITY CREDIT UNION
Sparta ♦ West Salem ♦ Tomah
888-706-1228 1stccu.com

CONSTRUCTION LOAN SPECIAL!
1.49% Rate | **2.216%** APR*



*APR=Annual Percentage Rate. Rate featured above is for loans up to 80% Loan-To-Value; your rate and APR will be higher if your loan is over 80% Loan-To-Value. Rate effective as of February 18, 2019. Rates, terms and conditions are subject to change and may vary based on creditworthiness and qualifications. Minimum credit score for loans up to 80% Loan-To-Value is 630. Minimum credit score for loans over 80% Loan-To-Value is 660. APR shown above is based on a loan amount of \$250,000 and includes an estimated \$815.50 in prepaid finance charges. Additional closing costs may apply. Based on a loan amount of \$250,000 amortized over 11 months, the following repayment schedule would apply: monthly interest payment on the amount of credit outstanding during the construction period, followed by a final payment of \$250,000 plus the remaining interest. There is no prepayment penalty. All loans subject to approval. Some restrictions apply. Membership eligibility required. Contact 1st CCU for full details. FEDERALLY INSURED BY NCUA. NMLS 411004.



PARADE OF HOMES TICKET OUTLET LOCATIONS

- LABA office (office hours vary)
- 1st Community Credit Union (West Salem and Sparta)
- Altra Federal Credit Union (Holmen, La Crescent, La Crosse, Onalaska, West Salem, Winona)
- Beaver Builders Supply
- Coverra Insurance
- Gerhard's
- HotSprings Spas & Pools of La Crosse
- Karl's TV & Appliance
- La Crosse Fireplace Company
- Merchants Bank (La Crescent & Onalaska)
- Midwest TV and Appliance
- Park Bank (Holmen, La Crosse, Sparta)
- Wisconsin Building Supply
- WNB Financial (Holmen, Mankato Ave. Winona)

Beyer Cabinets LTD.

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

houzz | Like us on Facebook

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

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

- 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

Instagram, Facebook, QR code

*So cost effective
it practically pays for itself*

The Genuine. The Original.

Overhead Door Company of The 7 Rivers Region™

608-783-6080
www.overheaddoor7riversregion.com

Upgrading a garage door is one of the most cost effective renovations a homeowner can make. In fact, according to the latest Cost vs. Value Report, replacing a basic garage door with an upgraded one returns over 98% (per 2021 East North Central Average) on original cost. Now that's a return on investment you can take to the bank.

Based on National Association of Realtors members included in Cost vs. Value Study rather than actual sales data. Complete data from the Remodeling 2021 Cost vs. Value report can be downloaded at costvsvalue.com

Thank You TO OUR SPONSORS

Major Sponsors



Ticket Sponsors



Shoe Cover Sponsors



Photo/Virtual Tour Sponsor



Media Sponsor



People's Choice Prize



Award Sponsor





N5805 LAKE PARK DR., ONALASKA – RIVENDELL

3 BEDROOMS | 2.5 BATHS | 2,600 FT²

LAUTZ LASSIG CUSTOM BUILDERS, INC.

LABA MEMBER SINCE 2011

This Craftsman prairie-style home boasts an 18-foot-diameter covered octagon deck looking out to the Minnesota bluffs. The angle of the front of the home offers a beautiful 30-foot panoramic view to the east in the great room/kitchen open-concept area. This 1,328-square-foot home with a 1,300-square-foot garage is a manageable size with one bedroom on the main floor and two smaller bedrooms and a spacious recreation room area with a kitchenette in the basement. We have also installed a stair elevator for easy basement access when needed. The custom areas, trim and cabinets make this home a piece of artwork. The 18-foot octagon to the west is packed with angles, unique woods and mosaic decks. It was a blast to use creativity to make such a special area to enjoy.

LABA MEMBERS USED: ABSOLUTE COMFORT HEATING & A/C LLC; ACT CONCRETE, INC.; BEAVER BUILDERS SUPPLY; CARPET ONE OF LA CROSSE; E & B INSULATION; HDAV; IMPACT DRYWALL; JBROOKE GARAGE DOOR LLC; KARL'S TV & APPLIANCE, INC.; KNIGHT BARRY TITLE UNITED LLC; MENARDS; MERCHANTS BANK; MIDWEST TV & APPLIANCE; PHILLIPS OUTDOOR SERVICES; PREMIER SEAMLESS; RIVERLAND ENERGY COOPERATIVE; RYBOLD EXCAVATING & PLUMBING INC; STETTER ELECTRIC; WISCONSIN BUILDING SUPPLY, INC.; XCEL ENERGY, INC.



Kraig Lassig

608-786-2535

kraig@lautzlassig.com

www.lautzlassig.com



With Hunter Douglas window fashions, the possibilities are endless. **HunterDouglas** 



Designer Roller Shades

Hunter Douglas offers a wide variety of window fashions in an array of fabrics, textures and colors. Contact us today. We're the Hunter Douglas experts, guiding you in the selections that'll make your home even more beautiful—whatever your style.



Nikki Benzing



Located in Floorcrafters
N5570 Frontage Rd - Onalaska
M-F 8:00am - 5pm • Sat 9am-12pm
608.526.9870
www.hiddenvallyblinds.com

©2021 Hunter Douglas. All rights reserved. All trademarks used herein are the property of Hunter Douglas or their respective owners. 14521379

EXPAND YOUR *living space*



with durable, low-maintenance decking & railing

 **BADGER**
badgerlax.com

LUMBER • MILLWORK • CABINETS • SIDING • ROOFING • AG



BATHROOM REMODELS:
BROAD VISION, CAREFUL DESIGN, QUALITY WORK



KOHLER.

New Construction • Remodel • Repairs
Water Conditioning • Water Heaters • And Much More!
Same or Next Day Service! Call Today!

www.maxwell-white.com

W3032 County Road B • West Salem, WI • 608-786-4004

80% of electric vehicle charging happens at home. Our local electric cooperatives can help you make your home "EV ready."




DAIRYLAND POWER
COOPERATIVE
A "Sustainable Energy" Cooperative

CHARGE[™]
POWERED BY CO-OPS
www.CHARGE.coop



3206 LAUDERDALE CT., LA CROSSE – REMODEL

3 BEDROOMS | 3 BATHS | 2,350 FT²

JON OLSON CONSTRUCTION, INC.

LABA MEMBER SINCE 1990

This condominium built in the 1980s on the bay off the Black River was completely remodeled with an extended garage. Also included in the remodel were a new second floor, a master suite addition, and all-new mechanicals, windows and interior finishes. The refreshed condo also features a large master walk-in shower, a wood vaulted ceiling, a fireplace with built-in cabinets, an expanded kitchen with quartz countertops and a new stamped concrete patio.



Jon Olson

608-781-5428

jonsonconstruction@centurytel.net

www.jonolsonconstruction.com



LABA MEMBERS USED: ABSOLUTE COMFORT HEATING & A/C LLC; ADVANCED SEAMLESS, INC.; ALTRA FEDERAL CREDIT UNION; BEAVER BUILDER SUPPLY; FLOORCRAFTERS, INC.; GERHARD'S; JBROOKE GARAGE DOORS; KNIGHT BARRY TITLE UNITED LLC; LA CROSSE FIREPLACE COMPANY; MIDWEST TV & APPLIANCE; SHERWIN-WILLIAMS

HOME
#7



75 HINKLEY RD., LA CROSSE – DAWSON PARK

3 BEDROOMS | 2.5 BATHS | 3,191 FT²

MASTERCRAFT HOMES, INC.

LABA MEMBER SINCE 1986



Jason Etrheim

608-781-7200

jason@mchlax.com

www.mchlax.com



Located in the Dawson Park subdivision on French Island in La Crosse, this beautiful ranch-style twindo is designed and built by MasterCraft Homes, Inc. Lots of natural light and tall ceilings create a bright and open space with views of the Black River. The open-concept floorplan allows for plenty of entertaining with the kitchen open to the dining and family rooms. A four-season porch off the dining room allows all seasons to be enjoyed throughout the year. The master suite, complete with a private deck and hot tub, makes up the remainder of the main floor.

Downstairs, you will find two more bedrooms, an exercise room and a family room with a kitchenette and raised seating to enjoy movie nights.

LABA MEMBERS USED: ACT CONCRETE; ADVANCED SEAMLESS, INC.; ARCADE PORTABLES; BOND DRYWALL; DECKER DESIGN; HILLTOPPER REFUSE & RECYCLE; LA CROSSE FIREPLACE COMPANY; LIFETIME INSULATION; MAXWELL-WHITE PLUMBING, INC.; MJG EXCAVATING; OUTDOOR SERVICES, INC. (OSI); OVERHEAD DOOR COMPANY OF THE 7 RIVERS REGION; SCHNEIDER HEATING & AIR CONDITIONING; WISCONSIN BUILDING SUPPLY, INC.



BUILDING RELATIONSHIPS
TOGETHER
 TO BRING YOU THE BEST!

MARK SMITH
 CONSTRUCTION, LLC

608-780-5998
 marksmithconstruction1@gmail.com

QUALITY
 Construction From
START to FINISH

DAN VEGLAHN
 REALTOR®



608-317-1550
 dan@cbrivervalley.com

SEARCH FOR PROPERTIES AT:
dansellsproperties.com



YOUR VOTE COUNTS!

When you purchase a ticket to the annual Parade of Homes, you take on an important responsibility. One of the highest honors a LABA Builder Member can receive is to have his or her Parade entry named "People's Choice," and you have the power to make that happen.

Here's how to cast your vote for the "People's Choice" Award:

- Purchase your Parade tickets at any ticket outlet or Parade Home for \$10.
- Visit as many of the Parade Homes as you like. Your ticket will be punched at each home you visit.
- When you are finished with your tour, indicate on your ticket which home was your favorite, then deposit the ticket in the box provided at each home for this purpose.
- Just for voting, you will have the opportunity to win one of four \$50 VISA gift cards thanks to our sponsor, Coulee Region Mobility LLC.

For additional information and ticket outlet locations, please visit our website at www.labaparadeofhomes.com.

44 Years of Excellence!



From our humble beginnings in 1976, to present day design, we span 44 years of quality craftsmanship that stands the test of time.

Let our building experience save you time and money
 10-year builders warranty

Frame-up to a total building package - any portion you desire
 Bring in your own ideas or floor plans or use ours

Kickapoo Homes, Inc.

"Custom Quality Homes Since 1976"

608.637.8181 • 888.637.8181

809 N. Main St., • Viroqua, WI 54665

www.kickapoohomes.com



LABA Is 50 Years Strong!



“Better each builder, educate them and create a bond.”

—Al Bushek, founding member

The La Crosse Area Builders Association (originally La Crosse Area Home Builders Association) was chartered on October 19, 1971, with 25 members. Our goal was “to promote a compatible working relationship between all members necessary to create a sound construction atmosphere for the area.”

Founding members were local builders Jack Welch and Al Bushek, who envisioned an effective builders’ organization to connect tradesmen and the public and to promote better housing practices at a state and national level. Originally meant to be informal and casual, when

other builders showed interest, a more formal organization was developed.

Shirley Kimball was our first executive officer in 1973. LABA’s first directors were Harley Gibbons, Charlie Van Riper, Finn Posaas and William Wagner.

Fundraising auctions began in 1975, and the first Parade of

Homes was held in 1976. In 1980, the association partnered with the La Crosse Builders Exchange to host the Building and Remodeling Show. This partnership lasted until 1993, when LABA decided to hold their own Home and Garden Show. It premiered in 1994 at the Omni Center in Onalaska, where it is still held annually.

In 1993, our name was changed to the La Crosse Area Builders Association, and we began our longtime commitment to promote the building industry and inspire careers by offering an endowed scholarship at Western Technical College.

Today, over 180 LABA members maintain a thriving organization serving La Crosse, Vernon, Monroe, Jackson and Trempealeau counties.



Left: John Pantzer, Better Built Custom Homes. Right: Ted Rohde, 1976 secretary of the board.



For a half a century, the La Crosse Area Builders Association has been supporting our local communities through our participation in charitable and educational events.

Your passion got you **in** business.
But are you working **on** business?

Learn more at JRMCPA.biz



JRMCPAs
The firm that makes the difference.

45 Years of Parade of Homes

It's hard to believe that our country was celebrating its bicentennial the year LABA held its first Parade of Homes in August 1976! Home design and interior styles may have changed since then, but the La Crosse Area Builders Association still promotes the quality you see in each Parade Home year after year.

To perpetuate our mission—to educate our members and advocate for affordable housing—we showcase our efforts through community events like the annual Home Show and Parade of Homes. We continue to offer referral services through LABA to help homeowners find the best fit for their needs, and we know there is nothing quite like seeing “the real thing” in person. A LABA Parade Home is always a special home. Only LABA members build these homes, and that tradition has provided joy and satisfaction to homeowners and families for these past four decades.

“One can gather only so many ideas online and in print,” says Jon Olson, past president of LABA and longtime member. “When you attend the Parade of Homes in person, you get to see it all up close. You can touch the materials and discuss your plans with the builder.”

We thank our past years’ attendees and builders for making this annual event a success. Through the ups and downs of the economy and the growth of the housing industry since 1976, we have remained strong in showcasing the area’s best in design, construction and remodeling. We look forward to continue building dream homes in which families can create a lifetime of memories.



The Coulee Region Living: Parade of Homes magazine has come a long way since 1976.



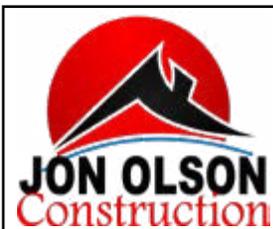
OLSON SOLAR ENERGY

1009 Riders Club Rd • Onalaska

(608) 780-2347

olsonsolarenergy.com

Residential and Commercial Solar Sales and Installation



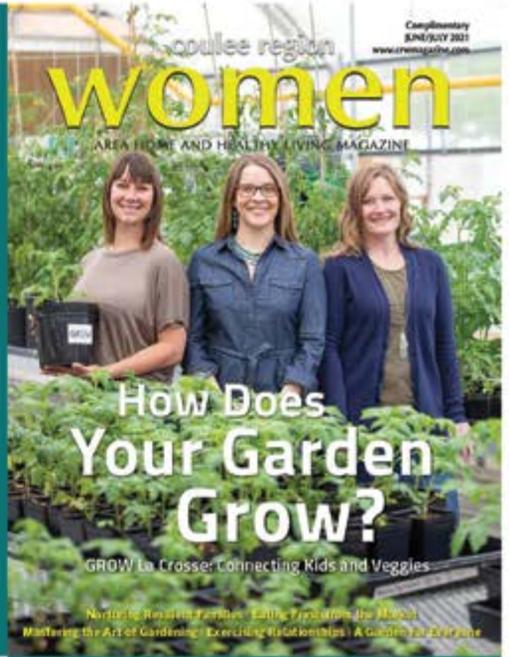
“Let Jon Olson Construction Build Your Home!”

High performance Homes | Over 30 Years Experience | New Homes & Remodels

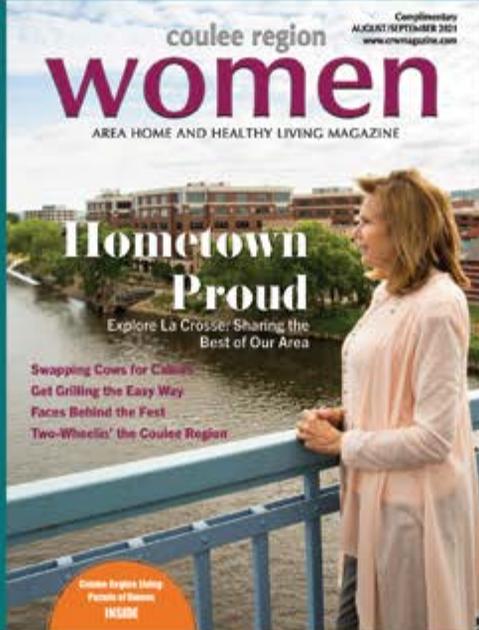
JonOlsonConstruction.com . 1720 George St-La Crosse, WI 54603 . 608.781.5428



Connecting You with Your Community



Over 50,000 Readers



coulee region women
AREA HOME AND HEALTHY LIVING MAGAZINE

608.783.5395
816 2nd Ave. S., Onalaska
info@crwmagazine.com
www.crwmagazine.com



Coulee Region LIVING
The latest in Coulee Region home products and services!

INDOOR & OUTDOOR EXHIBITS
with MORE ideas to inspire your next home project.

BUILDERS ASSOCIATION HOME Show
April 30-May 2, 2021
www.labaonlineshow.com

Check out Coulee Region Living at
www.crwmagazine.com
and
www.labaonline.com

Sponsored by **Xcel Energy** and **Window World**

LABA HOME SHOW 2021 • OMNI CENTER, ONALASKA
Friday 4-8 p.m. • Saturday 10 a.m.-5 p.m. • Sunday 11 a.m.-4 p.m.
Adults \$5 • Children (under 18) FREE

Coulee Region LIVING
The latest in Coulee Region home products and services!

BUILDERS ASSOCIATION parade of homes

In-Person Tour
August 14-21, 2021
The cost is FREE! \$4.95 per family \$5 donation. 10 a.m.-4 p.m.

Virtual Tour
August 31-October 21, 2021
www.labaonlineshow.com

PEOPLE'S CHOICE
Don't forget to vote!

MEET:
All at all ticket outlets
All at the door of each Parade Home
Limited to children 18 and older
Open home at Madigan Homes, Inc.

Sponsored by **Altra** and **Xcel Energy**

Beautiful Homes Start Here!

KLĚARVŮE[®]
CABINETRY



Patriot
LIGHTING.



MASTERCRAFT
GREAT DOORS. INSIDE AND OUT.



DAKOTA
CLOSETS




PARAMOUNT[™]
PAINTS & STAINS



RiverStone Quartz
Countertops



Tarkett



At Menards[®], we understand the importance of your home and we are dedicated to bringing you the best quality in selection and savings. From a light switch to a kitchen remodel, Menards[®] has what you need at our everyday low prices.

Save **BIG** Money[®]

MENARDS[®]
Dedicated to Service & Quality[®]

Member
NAHB

Stop in to your nearest Menards[®] location
or visit **MENARDS.com**[®] to start shopping today!

ALTRA HOME

RATES ARE STILL LOW... **REFINANCE TODAY!**

home your way



**NOW IS A GREAT TIME TO
LOCK IN YOUR RATE.**

Prequalification is easy and we service your loan from start to finish.

**LOCAL SERVICING & EXPERTISE
EASY PREAPPROVAL & LOAN CLOSING**

SARAH BENZING

LOAN ORIGINATOR



NMLS# 515903
Direct Line
608-787-4583
Email
sbenzing@altra.org
Branch Location
1807 E. Main St.
Onalaska, WI

BRENDA FISHER

LOAN ORIGINATOR



NMLS# 515904
Direct Line
608-787-4504
Email
bfisher@altra.org
Branch Location
1807 E. Main St.
Onalaska, WI

JENNIFER SCHRADER

LOAN ORIGINATOR



NMLS# 524003
Direct Line
608-779-3185
Email
jschrader@altra.org
Branch Location
1400 Waterloo Ave.
West Salem, WI

Altra
Federal Credit Union

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

CONTACT US 608-787-4500 • 800-755-0055 • www.altra.org

Contact Altra for more information. Equal Housing Lender. Federally insured by NCUA.



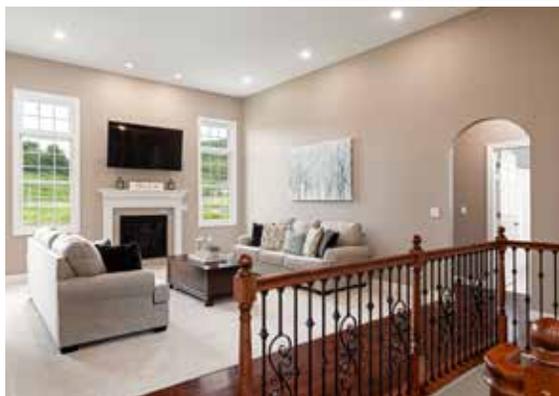
Home Is Where the Heart Is

2020 Parade of Homes winner is centered around kitchen and family memories.

BY HEIDI OVERSON | PHOTOS BY HAZEL MEDIA



Stephen and Christine Woessner's spacious, elegant home was awarded the 2020 Parade of Homes People's Choice winner.



Sometimes you don't need an intricate or ornate home design—there are a lot of distractions in the world, and it's nice to come home to a house that brings you peace.

Stephen and Christine Woessner's spacious, elegant house in the Savannah Oaks subdivision in Onalaska is a winner in many ways. The people agreed, voting house #3 the People's Choice Award winner in the 2020 Parade of Homes.

Jason Etrheim from MasterCraft Homes built a quality home that the Woessners deem absolutely perfect. The design reflects simplicity, spaciousness, coziness, functionality and elegance. It sounds like the perfect package, and it truly is.

The 3,917-square-foot house has five bedrooms and three-and-a-half baths. It has all of the amenities a family could want, including an indoor hot tub. Putting the design aside, the Woessner family has made the house a warm, inviting place that has a heart of its own. The family both lives and works here, which means they needed Etrheim to design a home of comfort and function. He nailed it.

"Jason started by visiting our former home in the Brickworks on the south side of La Crosse," says Stephen. "The house had always been Christine's dream house, so we asked Jason to design a home very similar to it, and he did. The new home is almost identical to our old one."

The most major difference in the new home is a bigger kitchen. The hot tub room is a new addition to the design as well.

"I always wanted a house with a hot tub," laughs Stephen.

He puts it to good use every morning. He prepares for his workday in it and has some prayer and reflection time before he goes to work—just down the hallway. He's the CEO of Predictive ROI and the host of Onward Nation, a podcast that coaches and encourages business owners.

"I'm blessed to have just a two-minute commute," he says.

THE BEGINNING

The Woessners bought the lot in 2015 but didn't start building until June 2019. They wanted to sell their old house first. They put it on the market in October 2018 and were in for quite a surprise.

"Our house was listed and sold in four hours," says Christine. "We went into panic mode; we had no idea it would sell that quickly!"

The family scrambled for a temporary place to live while their new house was being built. It was tricky finding a place to rent that would accept their Siberian husky, Luna. Stephen attributes divine intervention—they were able to find a condo in Onalaska and stayed there for 13 months until the home was finished in November 2019.

INTERIOR ELEGANCE

Christine researched and helped plan the inside design. Walking through the home, you can see that she has excellent taste. She had some excellent guidance, too: Dan Beckman at Decker Design, Inc.



A backyard patio, large kitchen, tasteful décor and a hot tub—these amenities add up to an award-winning home.

“Dan was amazing,” says Christine. “He was patient and provided expert guidance with all of our flooring, kitchen, bathrooms, lighting and cabinetry.”

Christine also conferred with Rooms by Jess in Onalaska. Jess offered some great suggestions, as well.

Christine chose subtle colors for the paint throughout the house: soft lilac for their daughter’s room, grays, whites, off-whites and soft beiges. White molding accents each room and complements the colors. “Painters Plus did a great job with the painting,” says Christine.

The lighting was provided by Gerhard’s Kitchen Bath & Lighting Store in La Crosse. The recessed and chandelier lighting create the perfect ambience throughout the house, and the unique teardrop pendant light at the basement landing offers a simply elegant accent.

“I love all of her choices,” says Stephen. “I look around at the décor and colors, and to me, it’s a 24/7 reflection of her—unique and special.”

AUNT ELAINE’S KITCHEN

Both Stephen and Christine say their favorite room is the kitchen. Not only is it a beautiful kitchen, but it holds very special meaning.

“My Aunt Elaine’s kitchen was very much like this one,” explains Stephen. “She passed away from pancreatic cancer in 2020. She was an absolutely incredible human being. When she met you for the first time, she immediately knew you. She was amazing in every way and meant the world to our family.”

The Woessners wanted to honor Aunt Elaine by having a kitchen that was a unique gathering place for all family and friends—just like Aunt Elaine’s.

“Jason from MasterCraft and Dan at Decker listened to us and designed exactly what we wanted,” says Stephen.

The kitchen has 12-foot ceilings. The top of the cabinets has box

lighting, which helps create a warm aura. Countertops by Design in Westby provided the perfect granite countertops. There’s plenty of space for lots of people to help cook, bake or gather—exactly what Aunt Elaine would have loved to see.

The kitchen adjoins the informal dining area, which is comfy and bright. The living room is situated close by. It’s a comfortable living room complete with a fireplace from La Crosse Fireplace Company.

“It all turned out perfect in every way,” says Christine.

LOWER-LEVEL AMENITIES

The lower level is just as lovely as the upper level, with another open-concept living area and a fireplace, as well as a third bedroom, a workout room and Stephen’s studio. And of course there’s the hot tub, which came from Quality Pool & Spa. The backyard patio views are beautiful. The Woessners love seeing the wildlife—including a deer family—that comes close to the house.

THE DREAM HOME JOURNEY

“Everyone from the builder to the subcontractors were awesome!” says Christine. “Our home came out perfectly and has our unique stamp on it.”

They’re extremely thankful for Jason and Mark Etrheim at MasterCraft, who always remained mindful of the Woessners’ budget and kept the family updated every step of the way. There were never any surprises.

“There are a lot of details that go into (building a home)—more than we ever imagined,” says Christine. “Being patient is the key. And trust your builder; they know what they’re doing.” **CRW**

Heidi Overson loves everything about the Woessners’ home and enjoyed talking to them and learning the story behind the design.



Thinking
about building
YOUR
DREAM HOME?



WILLOW HEIGHTS

Willow Heights offers generously sized home sites with incredible views and plenty of privacy. Located in Shelby east of La Crosse, just minutes from downtown. **Starting at \$89,000**
WillowHeightsWI.com



We've got you covered!



EMERALD VALLEY

Stunning spacious building sites overlooking Emerald Valley and the golf course. This sloping acreage offers beautiful views perfect for executive level living in Onalaska. **Starting at \$99,900**



*A familiar place.
A familiar face.*

Nancy Gerrard

608.792-0094

ngerrard@ghrealtors.com

www.GHrealtors.com

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




CLOTHES MENTOR



Shop the brands you love for up to **70% LESS** than mall store prices!



WE PAY YOU CASH ON-THE-SPOT FOR YOUR GENTLY USED FASHIONS!



1226 Crossing Meadows Dr, Onalaska
clothesmentor.com  

Ameriprise Financial

We know our clients and the markets.

It's our job to understand you, to know what you're looking forward to and what keeps you up at night. Knowing your goals is the key to providing you with personalized financial advice that can help you stay on track for today and still reach your goals tomorrow.



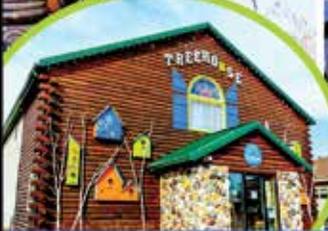
Moriah A. Cody, RICP®, CLTC®
Financial Advisor

Lynn M. Konsela, BFA®
Associate Financial Advisor

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

Ameriprise Financial cannot guarantee future financial results.
Not Federally Insured | No Financial Institution Guarantee | May Lose Value
Ameriprise Financial Services, LLC. Member FINRA and SIPC.
© 2021 Ameriprise Financial, Inc. All rights reserved.

Treehouse gift & home


www.TreehouseGift.com • 9546 E. 16 Frontage Rd - Onalaska

The Ultimate Summer Girls & Grilling Guide

A timeline and tips for a low-hassle, high-flavor backyard day with friends.

BY SHARI HEGLAND \ PHOTOS BY DIANE RAAUM PHOTO



There is still plenty of summer left for backyard grilling, and we have the perfect plan for a day of good food, with plenty of time for socializing—even for the person doing the cooking.

Earlier this summer, La Crosse's Richard Chrz treated the *Coulee Region Women* staff to a lesson in how to take the hard work out of hosting a grilling party without losing an ounce of flavor or a minute of time with your guests. On the menu: chicken, brats and “smash burgers” plus lots of tips for grilling over charcoal.

So, let's dig into the meat of this process.

THE DAY BEFORE

A little advance planning goes a long way.

Chrz says that crispy skin on chicken starts 24 hours before lighting the grill. That is when he prepares the chicken (skin on and bones in—no boneless, skinless cuts). Pull the skin tight across the chicken, lightly sprinkle with sea salt and return it to the refrigerator uncovered to set the stage for the crispiness you crave.

GRILL-OUT DAY: LIGHT THE FIRE

Chrz is a charcoal aficionado—a Weber kettle his grill of choice. His Fairchild Kitchen is equipped with multiple sizes to accommodate everything from a simple weekday dinner for him and his wife, Renee, to large briskets, ribs and a whole party's worth of chicken.

Most of his “cooks” are done over indirect heat, with the grill split into two zones with firebricks—coals on one side, the meat that is being smoked on the other.

For a little extra wood smoke, beyond what the basic briquets offer, use large chunks (not chips!), placed in the grill first. (Another option

for smoke is to set one chunk of wood on top of the grate over the fire once it's going.)

Next is a layer of unlit charcoal briquets. Light a few briquets to put on top of those using a chimney and three wadded-up paper towels coated in vegetable oil—no lighter fluid to add a chemical taste. His chimney of choice has a convex bottom that makes it easier to light just a few briquets at a time.

When to add the lit briquets to the cook side of the grill depends. If you are smoking the meat (as with the chicken and brats to come), wait until the lit charcoal is fully gray. For a faster cook, add them while the fire is burning.

This grill master prefers to use briquets, rather than lump charcoal, for one reason: consistency. Chrz's cooking processes are all about science and consistency. With the briquets, he knows exactly what he is getting every time; he can set up an anticipated 15-hour cook at night and go to bed with the confidence that it will still be going strong when he wakes up.

GRILL-OUT DAY: CRISPY CHICKEN

Most of the evening's menu is cooked low and slow, leaving plenty of time for the group to talk through all the advice Chrz has to offer, along





meat browns. Keep a thermometer or two in the grill the whole time to monitor temperature and make small adjustments using the grill vents to zero in on your target.

The chicken is only turned once in the time it takes to reach the target internal temperature of 195-200°F.

“The standard 165°F might be OK for boneless, skinless chicken breasts,” he says, “but with whole chicken pieces you need a higher temperature to break down the tendons and connective tissue in the meat.”

End result: The crispiest skin anyone in our group had ever sampled, juicy, tender meat on the inside, and a simplicity in the flavor of chicken and smoke that needed no accompaniment. But the chicken was just the beginning.

GRILL-OUT DAY: BRING ON THE BRATS

While the chicken is doing its thing on the largest grill, Chrz turns to the brats. He favors Johnsonville uncooked brats, with nothing more needed than 1½-2 hours over indirect heat at 325°F, turning them every 30 minutes.

Because the brats are over indirect heat, rather than flame, they don’t split and there are no flare-ups.

While it may seem like



with catching up and enjoying time together.

Chrz smokes/grills the chicken over indirect heat for about two-and-a-half hours with a grill temperature of 325°F. It is that long, low method that brings out the flavor and tenderness he wants to complement the crispy skin.

Season the chicken just before putting it on the grill with simple options: Lawry’s Seasoned Salt, pepper and onion powder. To get crispy skin, sear the chicken first over the fire side for just 5-10 minutes, fat side down. Then move it to indirect heat, skin side up. “Go find something else to do—mow the lawn, chat with your guests, take a nap,” he says. He won’t touch these again for an hour or longer.

“Time and temperature are more important than salt and pepper,” Chrz says, explaining the science behind the Maillard reaction. That chemical reaction occurs around 310°F and is the point at which the







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

608-534-6456 | Check  Facebook or www.elmarovineyard.com for hours and events!

N14756 Delaney Rd
Trempealeau, WI

Wine with Intention

Living your best life every day often starts with the first step of trying to live in the moment. Put the screen down. Be in the present. These practices help you to not only be mindful of where you are, but also what you are doing. Take time to love what you put into your body—wine included. Experience your wine. Completely change your perspective and savor every drop. Look. Smell. Feel. Taste. The attributes you sense tell you where the grapes came from and how the wine was made. Your senses communicate everything you need to know ... all you have to do is listen to them and enjoy.



blasphemy in Wisconsin, these brats were served straight up—no boiling in beer, no sauerkraut—just smoke, crisp outsides and tons of juice inside.

But we aren't done yet.

GRILL-OUT DAY: A "SMASHING" GRAND FINALE

The day's grand finale (hope you're still hungry!) is the "smash burger."

These burgers are not your mother's meatloaf: pressed and packed patties. The key to a smash burger is to start with loose ground beef, barely formed into quarter-pound lumps. Chrz says his go-to for these burgers is ground chuck (80 percent), but the lean grass-fed beef on our lesson night was so juicy, I don't think you can go wrong.

But first, about the fire. While the first two cooks of the night are low and slow, after taking the brats off the smaller grill, Chrz cranks the heat by taking out the bricks that had created a two-zone cooking area and spreading out the coals. The target temp: 500°F or higher. The cooking surface for smash burgers is a carbon steel griddle plate.

"What people don't do right is they don't heat it enough," Chrz warns. "You want to put oil on it and heat until the oil is smoking so the burgers don't stick."

Once the grill and the plate are hot, the burgers are dropped on, smashed with a potato masher covered with foil and seasoned simply with salt and pepper. A quick sear, 3 minutes on each side, is really all it takes. The internal temp of the burgers is 140°F when he places the cheese slice on top.

The smash burger experience is about more than the meat. Complement that meat with a bun slightly smaller than the burger (first choice: Fayze's Talame dinner rolls made in La Crosse). Butter and grill the bun so the juices from the burger don't make a soggy mess.



Build your smash burger in this order:

- Bottom bun
- Mustard and/or mayo
- Burger with cheese
- Tomato slice
- Shredded lettuce
- Red onion slice, quartered

Why shredded lettuce and a quartered onion slice? Again, consistency. Chrz says that this method offers the same mix of flavors in every bite.

Add dill pickle flavored potato chips on the side for the classic flavor without the drippy juice.

FANTASTIC FOOD TOPPED WITH FRIENDSHIP

Using Chrz's method of largely "set it and forget it" cooking, the grill master (or mistress) enjoys time with friends without breaking a sweat over the grill. On our lesson night, he made three different meals over 4½ hours, which could have been condensed to 2½, with only about 30 minutes of active monitoring over that time. That's no-fuss, all-flavor food.

Still working out your Labor Day plans? Invite a few friends, fire up the grill(s) and follow the steps above for an afternoon of time together and fantastic food that practically cooks itself. Close out your summer with a smile! **CRW**

Shari Hegland is grateful to Richard and Renee Chrz for sharing their home, their cooking expertise and their friendship. And she's ready to come back for more. There was talk of something called "dino ribs."

GEAR AND GADGETS

Thermometers—Never guess about temperature. Chrz measures both the ambient temperature in the grill and the internal temperature of at least two pieces of meat during most cooks. He recommends ThermoWorks (\$80-\$100). How many cooks have to go wrong (under cooked/over cooked) to justify the investment?

Carbon steel griddle—Easier to clean and lighter weight, so easier to handle, than cast iron.

Gloves—Reduce cross-contamination and make fewer trips to the sink inside to wash hands.

DIG INTO THE SCIENCE

Chrz bases his cooking on what he has learned about the science behind it and recommends these resources for those who want to really understand the "why" behind their cooking. "When it's science, it's reproducible."

- AmazingRibs.com (small subscription cost for full access)
- SeriousEats.com
- "The Food Lab: Better Home Cooking Through Science" by J. Kenji Lopez-Alt

KEY WORD: CONSISTENCY

For a consistent cook with cuts like flank steak, cut off the thinner edges so the entire piece cooks evenly.

Get a more consistent spread of seasoning by flipping your salt or pepper container upside down to gently shake it out.

Save the sauce and focus on the meat first—let your guests add sauce on the side if they wish, but it may not be necessary.

GRILLING GLOSSARY

Maillard reaction: A chemical reaction between amino acids and reducing sugars that gives browned food its distinctive flavor.

Glamping...

Tipi - Snuggalo - Camping Cabins

Justin Trails Resort
www.justintrails.com

Satori Arts Gallery



A National Historic Landmark "Known for the Unusual"
www.satori-arts-gallery.com • 201 Pearl St. - La Crosse • 608.785.2779



Local =
100-mile radius

Viroqua food^{co}op

Bringing 200+
local producers &
community members
together since 1995!



609 North Main Street • open daily

SOLID SURFACE SPECIALIST

CUSTOM COUNTERTOPS SINCE 1987



Kitchen & Bathroom Countertops
Granite • Quartz • Corian

Onalaska | 608.783.7663 | www.solidssurfacespecialst.com

Gossamer Wings Fragrance

Create a fragrance as unique as you are!



The FIRST EVER
custom fragrance studio
in La Crosse

- Organic Essential Oils
- 300 Fragrances
- Eau de Parfum for Men and Women

www.GossamerWingsFragrance.com
CheriHaug@aol.com • 608.386.5998

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

PAINTED PORCH *Décor Extraordinaire*

Don't miss out on
"Summer Days" sidewalk sale!
August 5-7 • 8 a.m.-5:30 p.m.

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

THANK YOU FOR SUPPORTING
LOCAL BUSINESSES



shop local



Small but Mighty

Angie Lawrence and the Viroqua Area Foundation promote small-town vitality.

BY SHARI HEGLAND | CONTRIBUTED PHOTOS

The \$3.5 million McIntosh Memorial Library is a flagship project supported by a capital campaign through the Viroqua Area foundation. (Photo courtesy of Hazel Media)

Viroqua's Angie Lawrence has been a member of the Viroqua Area Foundation board for nearly 20 years, and she has served as the secretary and primary point of promotion and contact since 2004. We asked her a few questions about what makes her community and its philanthropical foundation special.

What drew you to being involved in the Viroqua Area Foundation?

Fred Nelson was a leader, business owner and pioneer in Viroqua known as "Mr. Viroqua." I had the good fortune to meet Fred, Dr. Bob Starr, Thor Thorson, Ole Gulbrandsen and Jim Hohlfelder when I moved to the community. These founders of the Viroqua Area Foundation were passionate about our community and gave back unconditionally to make Viroqua a place where everyone could be proud to live, work and raise a family. One of the best decisions that I've made was agreeing to be on the foundation board. Since the VAF doesn't have any employees, being secretary covers everything from web design, community outreach, scholarship advocacy, event planner, investment strategy, general contractor for capital projects and budget development to anything else the community envisions for the future.

What makes the Viroqua Area Foundation different from other area nonprofit organizations?

The Viroqua Area Foundation is all-encompassing. Funds within our organization support a wide range of philanthropic endeavors to make positive change—including scholarships, animal shelter, fire department training facility construction, CouleeCap, food pantry, murals, educational programming, police/sheriff's department community engagement events, Temple Theatre, new athletic facilities, library programming and construction, community theater, cemetery maintenance, hiking and biking trails, frisbee golf, mental health funding, music festivals, mobile library, soccer field construction, substance abuse programming and support, community beautification, sustainability projects, prairie grass development, skate



Angie Lawrence, Viroqua Area Foundation secretary (Photo courtesy of Western Community College)

park construction, school supplies for students, historical museum upgrades, fairground building improvements and playground development. A community can never stay idle; it can only move forward or backward, and the VAF has assisted our community in moving forward.

What projects do you think have made the greatest impact on the community?

The four areas that I'm most proud to be a part of are the McIntosh Memorial Library Capital Campaign, Viroqua School & Community Sports Facility Capital Campaign, scholarship offerings and programming for community members who need assistance medically, nutritionally and/or emotionally. These programs and services have given our community access to technology, health care, exercise, reading materials and higher education thanks to the philanthropic mindset of residents in and around Viroqua.

What is it about Viroqua that makes you feel "hometown proud"?

I love living in Viroqua. It's a community filled with hardworking people, fantastic food, wonderful health care, positive energy and lots of educational choices. We're a community filled with people from all over the country who have moved here for a happier and higher quality of life: small-businesses owners with unique entrepreneurial talents, young families who want high-quality and diverse educational options, retired residents who enjoy the entertainment and services offered in our community that are often not found in small-town living. Viroqua is a community like no other small town I've visited. I'm lucky to call it my home. **CRW**

Shari Hegland is the editor of Coulee Region Women.

CONTACT THE VIROQUA AREA FOUNDATION:
608-779-7199
www.viroquaareafoundation.org

A CELEBRATION OF FRUIT AND FUN

Meghan Schossow and a nearly all-female board lead La Crescent's crowning event.

BY JULIE NELSON | CONTRIBUTED PHOTOS



Miss La Crescent Maddie Danielson, First Princess Abby Cuhel and Second Princess Nadeen Hill represented the event in 2020.

Top left: Applefest board president Meghan Schossow, left, and treasurer Sarah Bloom. Applefest organizers are excited for the return of festivities as the event approaches its 75th year of celebrating La Crescent and all things apple.

If you think the crunch of a locally grown apple on a crisp fall day is cause to celebrate, you definitely have the right idea. Nearly 10,000 people agree with you, and they're all headed to La Crescent for the yearly tradition known as Applefest.

On the weekend of September 16-19, the city is expected to swell to more than twice its size as friends old and new gather to share stories and catch up on each other's lives. Fest-goers come early to get a good spot for the Sunday two-and-half-hour King Apple parade, and many can't miss the kiddie parade, Prince of Peace Lutheran Church's

Chicken-Q, tours of an apple orchard, the golf outing, the flea market, a performance from the Apple Annies or the bands in the beer tent.

LEADING THE WAY BACK TO NORMAL

The planning for all this is done by a volunteer board composed of one man and 12 women. "I'm not quite sure why that's happened," says Meghan Schossow, the current board president. "The last six years, the trend has been mostly females joining the board, though anyone is welcome."



The La Crescent Applefest board is made up of 11 women and one man, who are all excited for the event's return to normal in 2021.

Schossow, who grew up near Rushford, moved to La Crescent about 10 years ago and always had good memories of attending Applefest with her grandmother. "I joined the board about six years ago when I was working in insurance as a way to do some networking," she says. "It was so much fun, I stayed on even after I left insurance. I love being out in the community, meeting new people and being a part of something meaningful."

Like so many other events, Applefest is hoping for the best in the first year back after Covid. "We're trying to ease into this; we're planning on the full festival, but we're not introducing anything new this year, other than having the Queen coronation on Thursday night instead of Saturday so the royalty can preside over the entire festival."

CREATING BONDS AND BUILDING COMMUNITY

Now approaching its 75th year, Applefest began when orchards were even more abundant in the La Crescent area. Nearby Hoch Orchard continues to brew a signature cider for the event, but now the board has reached across the river to tap La Crosse's Pearl Street Brewery for an Applefest AppleWeizen to be part of the fest.

Once people attend Applefest, they tend to come back year after year. Schossow says most live or lived in the area and enjoy seeing familiar faces. Newcomers are quickly embraced as part of the hometown crowd.

Applefest is great at strengthening community bonds, highlighting the local growers and attracting visitors, but Schossow says the most rewarding part of Applefest for her is the fundraising. "We give as much money as we can back to the community. One of the causes we are giving to this year is a benefit for a local boy who has cancer."

With so much going for it, Applefest is an experience not to be missed. Or, as Schossow might say, one that is ripe for the picking. **CRW**

As the Community Engagement Coordinator for Great Rivers United Way, Julie Nelson appreciates the value of an event that brings people together.

EFFORTLESS. EDGY. ELEVATED

CELEBRATING

year five

THIS FALL

Willow BOUTIQUE

L
Lovely Salt Co.
PAPER GOODS & GIFTS

KIDS CRAFTS,
UNIQUE GIFTS
AND MORE!

Lisa Martis

WWW.LOVELYSALT.CO.COM
FREE LOCAL DELIVERY!

Oolala!
CONSIGN

\$10 OFF
PURCHASE OF \$100
Please bring the CRWM coupon to redeem.

1006 19th Street South in Jackson Plaza • La Crosse, WI 54601
608.784.6700 • oolalaconsign.com

District
7
Decor & Design

608.633.3720
113 E Oak St - Sparta
Wed.-Fri. 9:30 a.m. - 5:30 p.m.
Sat. 9 a.m. - 3 p.m.

ACCOMPLISHMENTS



**WILLOW
BOUTIQUE
CELEBRATES
5 YEARS**

Willow Boutique, located at 309 Pearl Street, La Crosse, is proudly celebrating its five-year anniversary this fall. Owner, buyer and CEO Ashley Dzurko is known for her visionary style and has a natural passion for all things fashion. Along with her passion, her ability to make women feel inspired is what sets her apart. Dzurko aims to reshape the “typical” shopping experience by providing women an inviting and empowering environment where they can build their essential wardrobe. For a sneak peek of what Willow has to offer, go to www.shopwillowlax.com, or stop in at 309 Pearl Street for a shopping experience like none other.



**LOVELY SALT
CO. GROWS
TO ONLINE
GIFT SHOP**

Lovely Salt Co. started as an Etsy shop in the summer of 2020. The name “Lovely Salt” is inspired by the “Salt of the earth” Bible passage used in owner Lisa Martis’ wedding ceremony. The word *salt* carries a profound meaning. Just as salt preserved food in ancient times, Lovely Salt Co. strives to preserve the good in the world: family, friends and traditions. First specializing in craft kits for kids, the company has grown to an online retail shop based out of Onalaska offering unique gifts for babies, children and adults. Visit Lovely Salt at www.lovelysaltco.com for your gifting needs.



**ELEGANT
OUTCOMES
VOTED BEST
OF LA CROSSE**

Bringing a wedding vision to life is a true journey all on its own, one Olivia Walker of Elegant Outcomes fell in love with after planning her own wedding in January 2018. Working out of her home, Walker started with renting décor, and in 2019 added full-service wedding design and one-of-a-kind photo booth services. Walker has since graduated IWED Global, taken over the Coulee Dream Wedding Expo, been voted Best of La Crosse 2021 and grown into an office space from which she achieves wedding dream magic throughout the greater La Crosse area. Find Elegant Outcomes on Facebook, on Instagram and at elegantoutcomeswi.com.



**WOMEN'S FUND
NAMES GRANT
RECIPIENTS**

The Women's Fund of Greater La Crosse in July awarded \$74,600 in grants to 22 nonprofits dedicated to enriching the lives of women and girls in our community. This year's grants support a range of programs that help prevent homelessness, provide hair care and hygiene supplies, support women and girls looking to continue their education or advance their careers, promote health and well-being, build confidence and more.

Recipients include Western Technical College AWE program, LGBT Resource Center, YWCA CASA for Kids, Couleecap, Planned Parenthood of Wisconsin, First Teens Clothes Closet, Southside/Northside Moms, New Horizons, Bluff Country Family Resources and more. For a full list, go to www.womensfundlacrosse.org.

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



**CELEBRATE 1 YEAR WITH
LOFT ON THIRD**

Loft on Third—a fun and energetic women's clothing boutique in Winona—was created to provide a wonderful shopping experience while offering unique pieces to add to your wardrobe, including shoes and colorful accessories. This mother-daughter-owned downtown business just celebrated its one-year anniversary. Opening during a pandemic, “Loft Ladies” Lynne and Rachel put faith over fear and discovered women will still shop despite any obstacle. You can find Loft on Third on Facebook, on Instagram or at its recently launched website, www.loftonthird.com. And of course, you can shop the boutique in person at 79 Third Street in downtown Winona.



**DIANE
RAAUM**
PHOTO

Lifestyle photography
Authentic portraits
Real-life, or milestones photos

608.738.8641

[dianeraaumphotography1.
shootproof.com](http://dianeraaumphotography1.shootproof.com)

Endless Summer

Sweet, sassy, crisp and cool—summer style is yours for the picking.

BY BETTY CHRISTIANSEN | PHOTOS BY JORDANA SNYDER PHOTOGRAPHY



A MIDSUMMER NIGHT'S DREAM

Flowing and romantic, this easy summer dress from Shiny Objects in Holmen is perfect for a languid afternoon at a local winery or a night under the stars downtown. Modeled by Magan Webster.

Bonita printed midi dress, \$148; Free People “Maya” bralette, \$30; Billabong “Date Night” purse, \$49.95; Scout Curated Wears Lava & Gemstone Diffuser Bracelets, \$26 each; necklace, \$22; Pique “Toffee” hat, \$33; Free People “Ivy” sandals, \$98.



CASUAL FRIDAY

Summer means taking life less seriously—as illustrated by a crisp blazer paired with a frayed-hem denim skirt, pinto print handbag and citrus sneakers from Urban Shoetique in La Crosse and Winona. Modeled by Elise Weinbender.

Liverpool houndstooth blazer, \$109; Liverpool denim skirt, \$59; Liverpool tank, \$44; Melania Clara long medallion necklace, \$55; Melania Clara beaded chain necklace, \$65; Amy Louise pendant necklace, \$65; Chloe & Lex handbag, \$70; Softinos “Isla” sneakers, \$180.



THE LIVIN' IS EASY

Comfortable, cool and simply elegant, this sweet summer outfit from Cotton + Birch in Sparta proves that white is right for summer—with a pop of color for contrast, of course. Modeled by Elsa McPherson.

Free People wrap top, \$88; By Together linen pants, \$74; Free People “Cedar” clog, \$178; Hobo “Sable” clutch, \$126.

TAKING PRIDE IN OUR SCHOOLS

A passion for helping leads to dedicated volunteering in area classrooms.

BY JAN WELLIK | PHOTO BY JAMES CHERF

Julie Fogel (center) and her daughters Adia (left) and Lila (right).



Julie Fogel and her husband of 25 years, Phil, have been volunteering at La Crosse schools since their teenage daughters were in preschool.

“My volunteering started out simply because I wanted to be part of their educational world,” says Fogel.

Fogel and her husband have volunteered at all of the schools their daughters Adia, 14 and Lila, 13, have attended—from Congregational Preschool to Emerson Elementary, Blessed Sacrament and Lincoln Middle School.

“All of the staff have treated us with camaraderie and love, and I never knew that volunteering would have such a profound impact,” says Fogel, a social worker for La Crosse County.

STARTING SMALL

While their daughters were at Emerson Elementary, Fogel helped in their classrooms and with other teachers, depending on the needs of the staff, she says.

“That is where volunteering really became my niche,” she says. “I stayed on after my girls left because I felt such a connection to the staff.”

At one point, Fogel was in five different classrooms each week and volunteering up to five hours per week. She helped with spelling tests, flash cards, reading with students and writing pen pals. She handed out lots of Smarties candies “because the kids were all so smart!” she says.

Over the years, the couple has hosted staff breakfasts and helped with field trips, special events, fundraising, cleaning playgrounds, donating items and keeping treat jars full.

“We felt the schools have always been alongside us, not demanding, but supporting us,” says Fogel.

PASSION FOR OUR SCHOOLS

Fogel insists that the couple’s volunteer work is not about them but “the power of volunteering and being passionate about our schools.”

Her consistency as a volunteer has been key in developing relationships with staff and students. “My volunteering skills were no more or less than others,” she explains. “But my volunteering was consistent, and I got to know sibling groups.”

She has volunteered with all abilities of children. “Sometimes I just sat and held a hand, or gave a hug, or went over flash cards,” she explains. “I loved learning all the kids’ names and watching them learn and work.”

Fogel and her husband were very active in the Emerson PTO and in 2018 were awarded the Friends of Emerson Award. At Lincoln Middle School, they help more behind the scenes than in the classroom, assisting with the food pantry, organizing athletic clothing, donating classroom treats and coordinating teacher meals on behalf of the PTO.

LIFTING UP TEACHERS AND FAMILIES

“One of the things I really loved was the sense of trust from teachers,” Fogel explains. “I came every week, and it was important to the schools and the students.”

Students often still recognize her and come up and say, “Ms. Julie, do you remember when you would give me Smarties because I was smart?” she says, laughing.

Connections with some of the students and families have grown, and when Covid shut down schools, Fogel got creative and found ways to connect with about 10 student families. She initiated letter writing among the kids and brought treats to their homes.

For parents seeking to volunteer in their own children’s schools, she suggests going right to the teacher and asking, “What do you need from me? How can I help?”

“I never knew volunteering would be so powerful and life changing,” says Fogel. “I learned how to be a better mom, volunteer and social worker.” **CRW**

Jan Wellik is a writer and educator in the La Crosse area.

**COULEE REGION
RV
CENTER • INC.**

Let us help you find your dream camper!

Off I-90, Exit 12 - West Salem, WI
www.rvcenters.com
 (608) 786-2244

DREGNE'S SCANDINAVIAN GIFTS

**46TH ANNIVERSARY CELEBRATION
Saturday, October 2**

Food
Refreshments
Door Prizes

FEATURING

- Artisans demonstrating carving, rosemaling, hardanger
- Norwegian baking & tasting
- Live music
- Authors

FREE GIFT for the first 100 guests

Visit www.dregnesscandinavian.gift for more info.
 100 S. Main • Westby • 608-634-4414
 Hours: Mon-Sat 9a.m.-5p.m.

The past Mrs. Oktoberfests present
Ladies Day Luncheon
Monday, October 4, 2021
 Social 11 a.m.-noon | Luncheon with program noon-1:30 p.m.
 Cargill Room | The Waterfront

THE LOONEY LUTHERANS are a trio of wacky gals who use music, comedy, and some help from the audience to share their age-old wisdom for living a long and lively life.

Reserved tickets
 \$30 before 9/1; after \$40
 Please notify if dietary restrictions.

ORDER TODAY AT
www.oktoberfestusa.com
 or 608.784.FEST

Don't delay - we expect another sellout this year!

Limited vendor tables - \$75 each (only 10 tables available); contact the Fest office for your reservation.

SPONSORS

Wichelt Imports, Inc.
 American Family/Ryan Sherry, agent
 Coulee Region Women Magazine
 Kramer's Bar & Grill
 The Salon Professional Academy
 Travel Leaders

Das Beste!
Oktoberfest
 LA CROSSE, WISCONSIN

cotton + birch
COLLECTIVE

COTTONBIRCH.COM

515 W Wisconsin St.
 Sparta
 608.487.9445
 @cottonbirch

119 S Railroad St.
 Eagle River
 715.337.2355
 @cottonbirch



Yours to Explore

La Crosse Regional
LIFE

Jordana Snyder | JSP
PHOTOGRAPHY

WEDDINGS. FAMILY.
608.397.5854

JSP.LACROSSE.COM

*Connecting You
with Your Community*

To advertise, call Rachel Persson
608.783.5395 • rachel@crwmagazine.com
Read online at www.crwmagazine.com

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

Find Tranquility at Justin Trails Resort

Donna Justin and her family celebrate 35 years of welcoming guests to their Sparta resort.

BY JESSICA ZEN | CONTRIBUTED PHOTOS

Donna Justin and her family have transformed a generations-old farm near Sparta into a “glamping” and event destination, gradually adding facilities and amenities over the last 35 years.

Donna Justin, owner of Justin Trails Resort, is celebrating a huge milestone this year—35 years in business as a flourishing agritourism attraction.

It all started in 1970 when Don and Donna Justin purchased the 208-acre farm from Don’s parents. By the mid-1980s, high interest rates were creating problems for many farmers in the area. Don and Donna knew it was time to be innovative in order to keep the farm up and running.

A NEW PLAN

In 1986 the couple was inspired to start a bed-and-breakfast after reading about them in the *La Crosse Tribune*. Then they attended a Willie Nelson Farm and Ranch Congress in St. Louis, but the news for family farms was bleak, as many were being foreclosed. While staying in St. Louis, the two noted that their lodge didn’t provide breakfast. A mere six weeks later, the couple had a license to run their own bed-and-breakfast, which most certainly provided breakfast!



Donna Justin transformed a family farm of the '80s into a destination for relaxation. Photo by Diane Raaum Photo.

With a little help from Nancy Rhodes from the Viroqua Heritage Inn, a brochure with Justin Trail Resort’s info was distributed in the Wisconsin Tourist Information Centers. There weren’t many other lodging options in the area and no chain hotels. The Elroy-Sparta State Bike Trail drew tourists to the area, and Justin Trails Resort offered unique accommodations. In the first year, the Justins offered two rooms to rent in their house and ended up renting 100 rooms for just \$35 per night. It wasn’t an instant switch from farming to a bed-and-breakfast. For 10 years, the family did both. Don and Donna continued to milk 25 to 35 cows until 1996 in order to make ends meet.

HOMETOWN INVOLVEMENT

Involvement in the tourism industry stretches beyond simply operating the resort for Donna, who has been involved with numerous associations. “The way I have given back to my community is through these different associations. I have mentored other people,” she says. Donna was president of



Left: The Little House on the Prairie offers cozy and charming accommodations. Right: Catch glimpses of wildlife from the loft view of the Paul Bunyan Log Cabin.

the Wisconsin Bed & Breakfast Association and the Hidden Valley Bed & Breakfast Association and the first president of the Wisconsin Agricultural Tourism Association. She was also involved with the Coulee Region Entrepreneurs. Her dedication goes beyond Sparta and spans the state of Wisconsin. “When you see the benefit of working together as a group, you get more done than you do by yourself,” says Donna.

A FAMILY AFFAIR

Donna doesn't have to run the entire resort alone. Her husband, Don, contributes greatly behind the scenes and shows tremendous support. He's a fantastic worker bee, Donna jokes, and is instrumental in keeping the resort up and running. Their daughter, Dawn Justin, also plays a role in the family business and is the “director of marketing and fun.”

EXPANDING SLOWLY

The growing demand for lodging made it an easy decision to expand the resort over time. The resort you see today wasn't built overnight. Donna fondly remembers “making pies as a child in my own little kitchen in the corner,” and knew she was always bound for the hospitality business; however, turning a profit takes more than two rooms in a house and some pie. One of the first opportunities to expand came in the form of a log cabin named “Little House on the Prairie.” This cabin was built elsewhere and moved to the Justin farm. It's perfect for couples and features a fireplace and a whirlpool.

Next up for renovations was the granary, which was turned into “The Cottage,” and features a king bed and bunk beds. The machine shed was turned into “The Lodge” and the “Paul Bunyan” log cabin was built. Large groups enjoy this cabin that sleeps six and has a fireplace and a whirlpool.

After the cows and machinery were sold, two disc golf courses were added, and the chicken coop became the “Camping Cabin.” They also turned the cow barn into the “Elegant Barn,” where weddings and special events now take place. Currently the three-car garage is being renovated into a two-bedroom getaway. A beautiful stone fireplace and walls covered in wooden planks harvested from the farm add warmth and comfort. These accommodations and more are available at the resort.

AMENITIES ABOUND

The lovely lodging options combined with a plethora of amenities make Justin Trails Resort fun for the whole family, including pets. With acres of fields and woods, the site offers 8 miles of dog-friendly hiking trails, two championship disc golf courses, snowshoe trails in the winter and a bonfire to roast s'mores on at night.

One of the things Donna prides herself on is the homemade breakfast for guests. She serves up a breakfast fit for a king using local ingredients. A typical breakfast includes granola, mango yogurt, fresh fruit or sauce, scrambled eggs, bacon and sausage. Donna takes this time to chat with everyone during breakfast. “I want them to feel special and important,” she says. Donna will even play songs on the piano for a special occasion.

One of the largest amenities on site, literally, is the beautiful barn that can be used for weddings and special events. What once was used to milk cows has been transformed into the perfect setting to host hundreds of people.

Another thing that draws tourists to the farm are the three resident llamas. Though they certainly aren't considered amenities, the creatures are charming and enjoy a nice treat every once in a while. Dusty (18 years), Porter (6 months) and Stout (6 months) are a delightful addition to the Justin family and are just waiting for you to admire their spiffy haircuts.

IDYLLIC SCENERY

If the unique lodging and excessive amenities haven't drawn you in yet, the scenery certainly will. Justin Trails Resort is located in its own valley just six miles south of Sparta. There is a sense of tranquility there that will inspire you to sit on the porch and sip coffee while the breeze gently blows and the birds chirp merrily in the trees. Watch out for native wildlife like birds, deer and even a sneaky fox or two while you enjoy beautiful surroundings.

Visit <https://justintrails.com/> today to book your stay at this incredible local resort. **CRW**

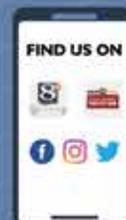
Jessica Zen grew up on a farm in Minnesota and loves the idea of staying in such a peaceful location. She thinks there is nothing better than a vacation destination where the pups can roam free and there are llamas to feed!

NEWS 8 NOW

NEWS THAT MATTERS TO YOU
ON YOUR SCHEDULE



EVERYWHERE
YOU NEED US



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.

Cameron Park Farmers Market, May-Nov., 4 p.m.-
dusk Fri., 8 a.m.-1 p.m. Sat., Cameron Park, La
Crosse, www.cameronparkmarket.org.

Coulee Region Professional Women (CRPW) 4th
Tues. of each month, www.crpwomen.org.

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

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 Rotary every Thurs. noon-1 p.m.,
Radisson Center, 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.

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.

Set Me Free Shop, Saturdays & Sundays, 30
minutes before & after services. First Free Church,
123 Mason St., Onalaska. Also available by appt.
608-782-6022.

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

**Please contact each group to
confirm meeting status and
location.**

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

CALENDAR EVENTS

AUGUST

Aug. 3-28, Goat Yoga, 6-7 p.m. Tues., 10:30-11:30 a.m.
Sat., Rainbow Ridge Farms, Onalaska.

Aug. 5, Meditation for Emotional Health (Zoom and
in-person), 6:30-7:30 p.m., Franciscan Spirituality Center,
preregistration required, www.fscenter.org.

Aug. 5, Yoga on the Farm, 9-10 a.m.,
Clearwater Farm, Onalaska, www.
yogalacrosse.com.

Aug. 5, Moon Tunes, 5:30-8
p.m., Riverside Park, www.
moontuneslacrosse.com.

Aug. 7, Hamlin Garland Read-a-
Thon, Garland House, West Salem,
www.westsalehistoricalsociety.org.

Aug. 7, Music on the Mount benefit for YWCA La Crosse,
4-10 p.m., Mt. La Crosse, www.ywcalax.org.

Aug. 9, Winona Outdoor Collaborative Monthly Meet Up:
Rock Climbing, 2-8 p.m., Sugarloaf Trailhead, Winona,
register at www.winonaoutdoorcollaborative.com.

Aug. 10-15, Superior Hiking Trail Backpacking Trip,
Winona Outdoor Collaborative, register at www.
winonaoutdoorcollaborative.com.

Aug. 11, Threshing Bee Dinner, 5:30-7:30 p.m.,
Norskedalen Nature & Heritage Center, Coon Valley, www.
norskedalen.org

Aug. 12, Moon Tunes, 5:30-8 p.m., Riverside Park, www.
moontuneslacrosse.com.

Aug. 12-14, Ashley for the Arts, Memorial Park, Arcadia,
www.ashleyforthearts.com.

Aug. 13-15, Irishfest, Southside Oktoberfest Grounds, La
Crosse, www.irishfestlacrosse.org.

Aug. 14, Second Saturday Downtown Art Market, Civic
Center Park, Second and Main Streets, La Crosse.

Aug. 16, Art as Prayer (Zoom and in-person), Franciscan
Spirituality Center, 6-7:30 p.m., preregistration required,
www.fscenter.org.

Aug. 19, Moon Tunes, 5:30-8 p.m., Riverside Park, www.
moontuneslacrosse.com.

Aug. 19-22, 26-29, *The Few*, 7:30 p.m. Thurs.-Sat., 2
p.m., Sun., Pump House Regional Arts Center, www.
thepumphouse.org.

Aug. 20, Moonlight Cinema: Onward, 8-10:30 p.m.,
Viroqua, www.varcinc.com/moonlightcinema.

Aug. 20-21, Summer Days Sidewalk
Sale, downtown La Crosse.

Aug. 20-22, Frozen Jr.,
Thurs.-Sat., 7:30 p.m., Sun. 2
p.m., La Crosse Community
Theatre, Weber Center for
the Performing Arts, www.
lacrossecommunitytheatre.org.

Aug. 20-22, 27-29, Apollo Music
Festival, 7 p.m. Sat.-Sun., 2 p.m. Fri., Cross
of Christ Lutheran Church, Houston.

Aug. 21, Wheat-Weaving Retreat (Zoom and in-person), 9
a.m.-4 p.m., Franciscan Spirituality Center, preregistration
required, www.fscenter.org.

Aug. 21-22, Wisconsin Artisan Fair, 10 a.m.-4 p.m. Sat.-
Sun., La Crosse Center, www.lacrossecenter.com.

Aug. 26, Moon Tunes, 5:30-8 p.m., Riverside Park, www.
moontuneslacrosse.com.

Aug. 26, Winona Outdoor Collaborative Monthly Meet
Up: Hiking, 6-8 p.m., Great River Bluffs State Park, register
at www.winonaoutdoorcollaborative.com.

Aug. 27-29, Great River Folk Festival, Riverside Park, La
Crosse, www.greatriverfolkfest.org.

Aug. 28, Coon Creek Canoe Race and Festival, 10 a.m.-6
p.m., www.cooncreekcanoerace.com, Coon Valley
Veterans Memorial Park.

SEPTEMBER

Sept. 2, Yoga on the Farm, 9-10 a.m., Clearwater Farm,
Onalaska, www.yogalacrosse.com.

Sept. 2, Meditation for Emotional Health (Zoom and
in-person), 6:30-7:30 p.m., Franciscan Spirituality Center,
preregistration required, www.fscenter.org.

Sept. 5, Picker's Pig Out Weekend flea market and Sweet
Lou Barbeque food truck, Gasoline Alley/Relic Road,
N5539 Penney Lane, Onalaska, 608-615-7751.

Sept. 8, Women with Purpose, "Life Is a Teeter Totter, Not
a Balance Beam: Finding Joy in the Unknown," Vicki
Markussen, 11:45 a.m.-1 p.m., La Crosse Country Club,
register at cr.wvpwi.org.

Sept. 10, Vernon Memorial Healthcare Foundation Annual
Golf Outing, 9 a.m., Viroqua Hills Golf Course, register at
www.vmh.org/community/vmh-foundation/.

Sept. 10-12, Garland Days, West Salem; All-Village
Rummage Sale Fri.-Sat., music and silent auction Sat.
at the Garland House, antique car show and barbeque
lunch Sun. at West Salem Tourist Center, www.
westsalehistoricalsociety.org.

Sept. 10-12, Elvis Explosion 2021, 7 p.m. Fri.-Sat.,
2:30 Sat., 1 p.m. Sun., La Crosse Center,
www.lacrossecenter.com.

**Sept. 11, Second Saturday
Downtown Art Market**, Civic
Center Park, Second and Main
Streets, La Crosse.

Sept. 11, Steppin' Out in Pink,
Gundersen Health System, register
at steppinoutinpink.org.

Sept. 11, Winona Outdoor
Collaborative Monthly Meet Up:
Hiking, 9-11 a.m., Perrot State Park, register at www.
winonaoutdoorcollaborative.com.

Sept. 12, Film Society, 2-4 p.m., 5-7 p.m., Pump House
Regional Arts Center, www.thepumphouse.org.

Sept. 16-19, Applefest, La Crescent, www.applefestusa.
com.

Sept. 17, Moonlight Cinema: Grease, 8-10:30 p.m.,
Viroqua, www.varcinc.com/moonlightcinema.

Sept. 17-19, Historic Downtown Days, downtown La
Crosse.

Sept. 17-19, 24-26, *Love, Loss, and What I Wore*, 7:30
p.m. Fri.-Sat., 2 p.m., Sun., Pump House Regional Arts
Center, www.thepumphouse.org.

Sept. 18, Winona Outdoor Collaborative Monthly Meet
Up: Mountain Biking, 10 a.m.-12 p.m., Upper Holzinger
Trailhead, register at www.winonaoutdoorcollaborative.
com.

Sept. 18-19, Driftless Area Art Festival, 10 a.m.-5 p.m. Sat.,
10 a.m.-4 p.m. Sun., Beauford T. Anderson Park, Soldiers
Grove, www.driftlessartfestival.com.

Sept. 19, The Great Romantic: Frank Sinatra and Friends,
3:30-5:30 p.m., La Crosse Symphony Orchestra, Viterbo
Fine Arts Center, www.lacrossecommunitytheatre.org.

Sept. 20, Art as Prayer (Zoom and in-person), Franciscan
Spirituality Center, 6-7:30 p.m., preregistration required,
www.fscenter.org.

Sept. 30-Oct. 3, Oktoberfest, Southside Oktoberfest
Grounds, La Crosse, www.oktoberfestusa.com.

OCTOBER

Oct. 2, YMCA Maple Leaf Walk/Run, 6:30 a.m. half
marathon, 5-mile and 5K walk, Riverside Park, La Crosse,
www.laxymca.org.

Oct. 4, Oktoberfest Ladies Day Luncheon, 11 a.m.-
1:30 p.m., Cargill Room, Waterfront Restaurant, www.
oktoberfestusa.com.



AVEDA

botanical
kinetics™

instant luminizer
snow lotus +
alpha hydroxy acid serum

illuminateur instantané
lotus blanc +
sérum d'acide alpha-hydroxylé



AVEDA

botanical
kinetics™

pore refiner
sweet clover +
beta hydroxy acid serum

affineur de pores
mille des champs +
sérum d'acide bêta-hydroxylé



AVEDA

botanical
kinetics™

intense hydrator
cactus fruit +
hyaluronic acid serum

hydratant intense
fruit de cactus +
sérum d'acide hyaluronique



"THE MOST LUXURIOUS PEDICURE I'VE EVER HAD! THE ATMOSPHERE IS RELAXING, INCLUSIVE AND INVITING! I LOVED EVERY MINUTE OF IT AND HIGHLY RECOMMEND RESOUL DAY SPA TO EVERYONE!"

- NICOLE K.

"THE MINUTE I WALKED INTO THE RELAXING LOUNGE I FELT THE STRESS OF THE WEEK START MELTING AWAY. THE RELAXING FOOT BATH BEFORE MY FACIAL WAS AMAZING. THE THOUGHTFULNESS OF THE SPA LAYOUT AND THE PROFESSIONALISM OF EVERYONE MAKES RESOUL A MUST TRY EXPERIENCE."

- NIKKI V.

"I HAD MY LASH APPOINTMENT AND IT WAS AMAZING. THE CHECK IN PROCESS ALL THE WAY THROUGH THE LASH SERVICE WAS AMAZING. THE STAFF IS KIND AND COURTEOUS."

- KENDRA D.

RESOUL DAY SPA

FACIAL & BODY TREATMENTS

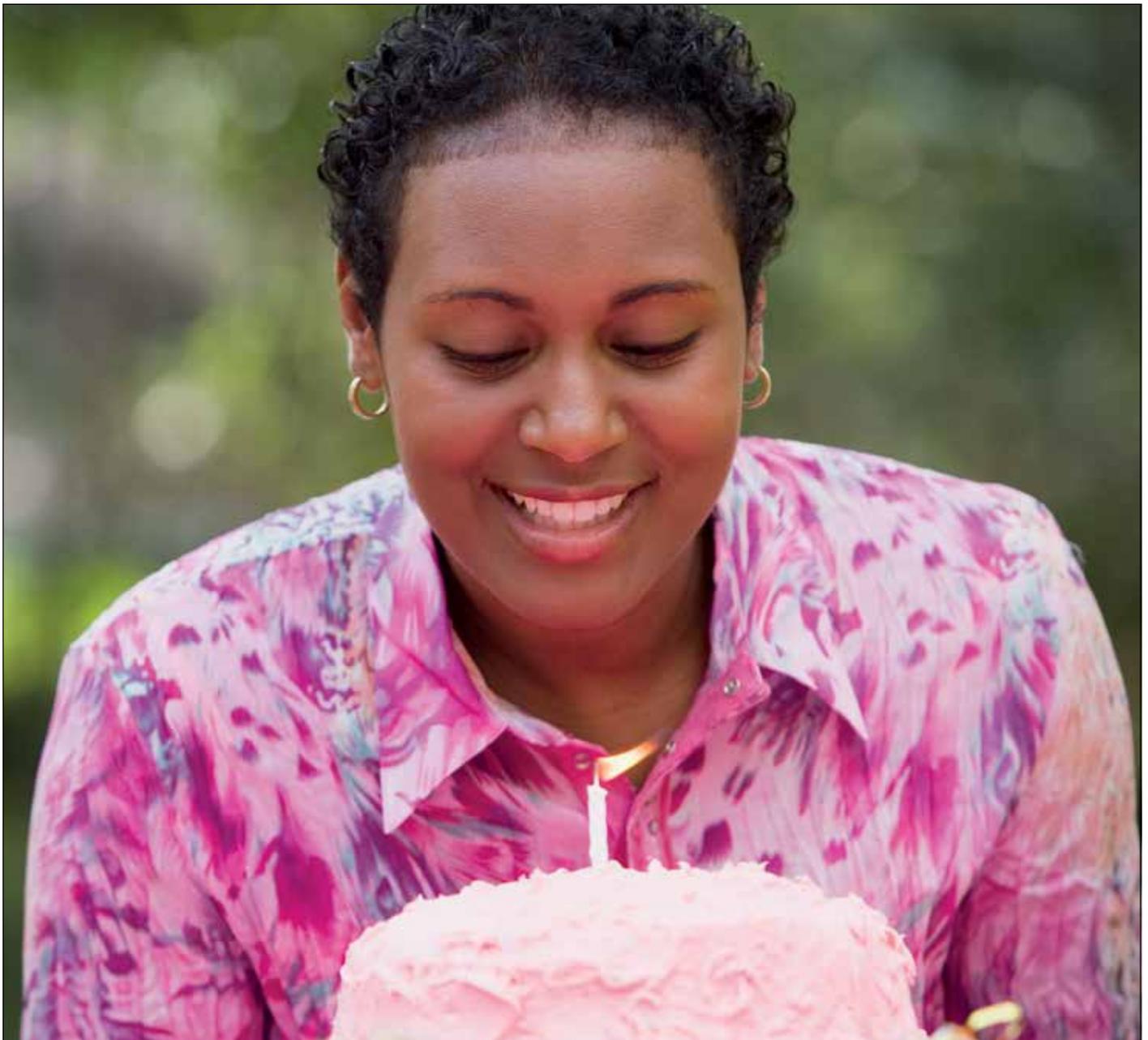
 PERMANENT MAKEUP | FULL BODY WAXING | MANIS & PEDIS 

LASH & BROW SERVICES

2850 MIDWEST DRIVE, SUITE 101 - ONALASKA

CALL 608.881.6533 TO RESERVE AN APPOINTMENT TODAY

WWW.RESOULDAYSPA.COM



Early detection saves lives.

Your birthday is a great reminder to celebrate good health by scheduling a mammogram. Our physicians and the American Cancer Society recommend women have an annual breast screening beginning at age 40. Schedule your mammogram today using our convenient online scheduling with Patient Online Services or call 608-612-6065.

Mayo Clinic Health System in La Crosse
mayoclinichealthsystem.org

