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PHOTOGRAPHED BY KAIA CALHOUN (TOP) AND SUNNY FRANTZ (BOTTOM LEFT)

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PHOTO COURTESY TO DI FOR BAKING/CLEAR AND QUIET PHOTOGRAPHY (TOP), HILLARY SCHAVE (MIDDLE LEFT), KAIA CALHOUN (MIDDLE RIGHT), SHANNA WOLF (BOTTOM LEFT), NORTHERLY COLLECTIVE/APRIL ZELENKA (BOTTOM RIGHT)



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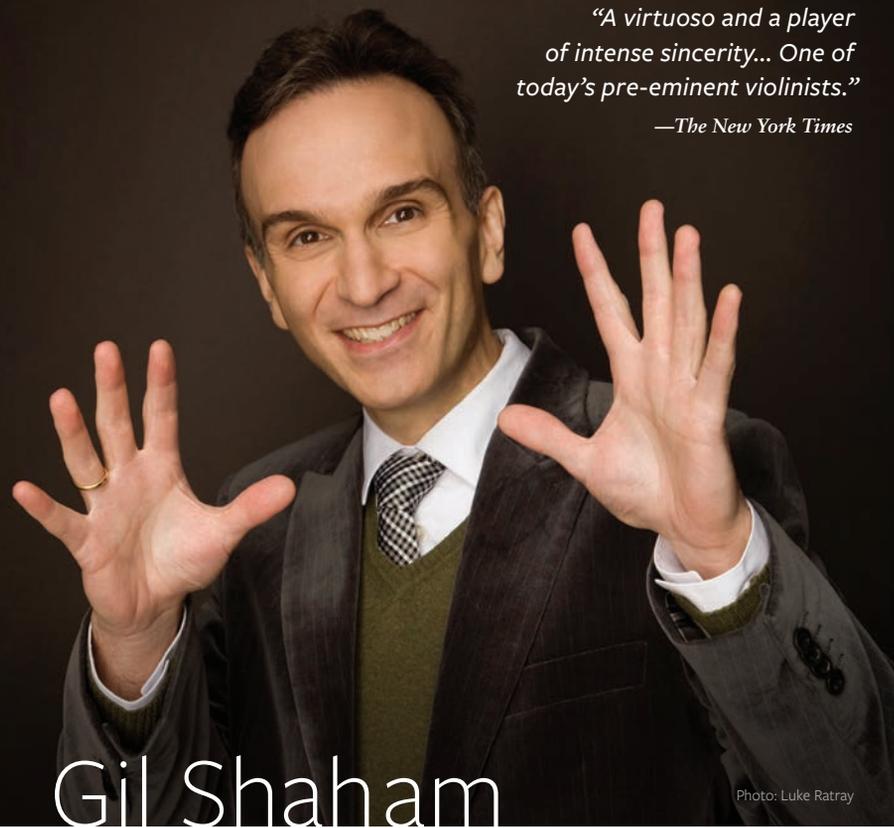
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BRAVA

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ELIZABETH GERING AND BECCA BARTLING | "WINTER ESCAPES," P. 64

Becca and Elizabeth are the curators of Northerly Collective, a social media-based Adventure Guide and Journal that shares the soul of Wisconsin's North Woods. Based in Manitowish Waters, they use their love of the North Woods to inspire you to enjoy the simple moments in everyday life, connect with the people around you and explore wherever you find yourself in this world.



SHELBY DEERING | "THE HYGGE LIFE," P. 38; "PURPOSE BEFORE PROFIT," P. 49

Shelby is a Verona-based lifestyle writer and the owner of writing biz, Shelby Deering, LLC. She loves to create highly descriptive, authentic, soulful pieces for national publications like Midwest Living, Flea Market Decor and Vintage Celebrations, and for regional magazines such as Wisconsin People & Ideas and Experience Wisconsin. With a focus on profiles, home decor, shopping and travel, Shelby enjoys experiencing all that Madison has to offer, with her husband and her corgi Ginger, at her side.



SUNNY FRANTZ | COVER AND PHOTOS THROUGHOUT

Sunny is a former BRAVA gal now using her marketing, graphic design and styled photography experience to help small businesses connect with their ideal audience. She lives with her husband and two kids on Madison's West Side. They are midcentury modern enthusiasts and are always dreaming up their next big DIY house project. You can follow her work on Instagram '@sunny.frantz'.



HYWANIA THOMPSON | "THE ART OF FORGIVENESS," P. 45

Hywania is a copywriter and a native of Chicago. She moved to Madison in 2005 to work as a radio news reporter. She can be spotted around town volunteering, attending networking events and occasionally blogging for Social Media Breakfast. She enjoys all the adventures Madison has to offer, especially free live music and Madison Mallards baseball games in summer.



CANDICE WAGENER | "MARY BURKE: IN THE RIGHT PLACE AND BUILDING BRAVE," P. 16

Candice is a freelance writer who lives in Middleton with her husband and two boys. Some of her favorite creative outlets include cooking, baking, reading and writing. She builds her brave by continually surrounding herself with a strong support network and believing no obstacle is insurmountable.

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LIVING WITH PURPOSE

THERE IS AN ART to living intentionally, a topic we explore in each of our features this month.

When we live our purpose, our values and beliefs, we are aligned. Things flow, feel right, have positive outcomes.

Even in business. When businesses act with purpose, those who follow the practice will tell you, doors open. In fact, a core tenet is that conscientiousness and capitalism can co-exist, to mutual benefit. Writer Shelby Deering takes us inside the doors of three local businesses—Envision IT, Ideas the Evoke and Artisan Dental—that practice “purpose before profit.”

These firms of endearment are driving missions to make a positive impact upon the world, guided by conscientious leadership committed to a culture of care and fulfillment for all stakeholders their business touches, from the staff and the investors to consumers and even our world.

Envision IT President Nancy Pautsch, just returned from the Conscious Capitalism conference that’s hosted by a nonprofit committed to the ideal, describes the philosophy to Deering as “a movement focused on elevating humanity through business. It’s also a global community of like-minded businesses that believe for-profit business has been and can be a force for good.” It is benevolent business.

At this reflective time of year, we look back on what’s been but also hopefully forward to what can be. As we review our accomplishments, growth opportunities and especially our relationships, it’s important to remember forgiveness, a true virtue that allows us to let go and

move productively forward—healing us as it releases us from anger, anxiety and other feelings that weigh us down.

In her feature story, writer Hywania Thompson speaks with the International Forgiveness Institute, headquartered here in Madison, about what it means to give—and humbly receive—forgiveness. Robert Enright, the institute’s co-founder, tells Thompson, “Forgiveness in its deepest form is in the form of love, where you are concerned about the other person simply because this is another human being.” I think we would do well to remember that forgiveness is not just an intentional exchange or practice with others; it can be an act of self-compassion (yes, there’s a nonprofit dedicated to that, too). Choose the power of kindness.

That brings us to Hygge, the Danish art of living cozy. In this cover story, Shelby Deering tells us that Hygge is all about embracing the season and its moments, and slowing down in mindful enjoyment. Find space to gaze out the window at snow-covered scenes—and better yet, put yourself outside and into them. Notice how the sun glints off icy branches, the snow squeaks and crunches underfoot and the weather chills your cheeks. Revel in the warmth of a roaring fire, the pages of an engrossing book, the hug of a plush sweater; the knits, purls and craftwork of a hand-knitted blanket. And reflect, on all that is, and all that is right and warm in the now.

Kate
Kate Bast
Editor-in-Chief

ON THE COVER
 Hygge: the Danish art of cozy.
 Styled and photographed by
 Sunny Frantz. See the feature
 story, with gift ideas, on P. 38.



HYGGE FOR THE HOLIDAYS
 Sunniva jacket, Century House.
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 sylvaspoon.com. Hand-knit blanket,
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CONNECT

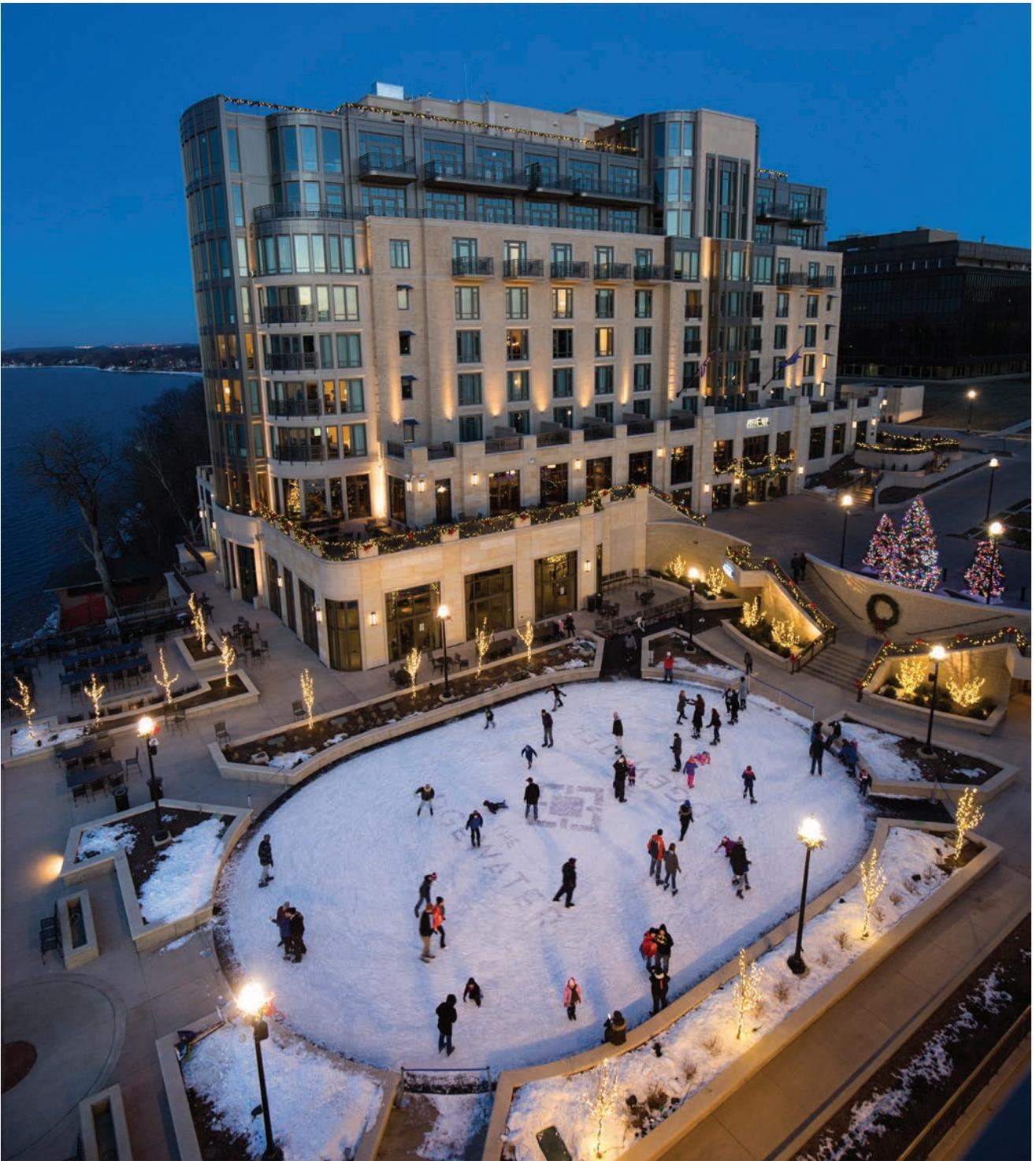


PHOTO COURTESY THE EDGEWATER

HOLIDAY MAGIC | Revel in the spirit of the season at The Edgewater. Santa arrives in time to join Bucky Badger for a family-friendly breakfast Dec. 9 and The Statehouse provides an elegant afternoon tea service Dec. 16. The hotel will also serve a grand brunch buffet Dec. 24, before capping off the end of 2017 with a New Year's Eve extravaganza and Grand Plaza Ball Drop Dec. 31. theedgewater.com.

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This one-stop shop for wellness and healthy living is filled with inspiration! Enjoy classes, presentations and demonstrations, including free fitness classes and cooking demos, and talk with local health-related businesses with tips, tools and ideas to help you achieve your health-related goals. *Monona Terrace, Madison. Friday 3-8 p.m., Saturday 9 a.m.-4 p.m. Tickets and free admission details: wellexpomadison.com.*



**Jan. 31, 2018
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Join us for a spirited evening celebrating the remarkable women who in 2018 have major goals and plans to accomplish. All Women to Watch are forward-thinkers, empowered to embrace their talents, skills and opportunities to make important and game-changing things happen in their industries, the Madison community—and beyond. Enjoy cocktails, hors d'oeuvres, a celebratory presentation introducing each Woman to Watch, and fantastic networking opportunities. It's a night not to miss! *The Brink Lounge, Madison. 5:30-8 p.m. Tickets: bravamagazine.com/w2w.*

OUT + ABOUT

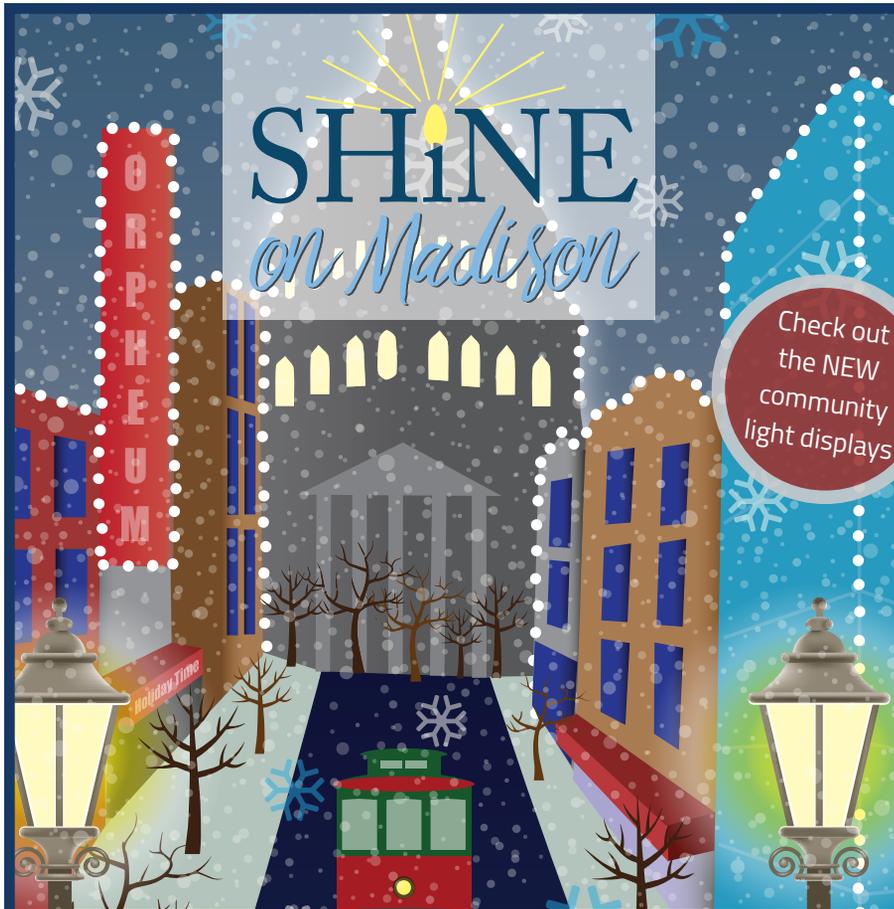
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BRAVA NIGHT OUT | OCT. 12 | STEINHAFELS

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**MARY BURKE:
IN THE RIGHT PLACE
AND BUILDING BRAVE**
BURKE'S PROJECT STRIKES
CONFIDENCE IN YOUNG
WOMEN'S HEARTS

BY CANDICE WAGENER

HOW MANY OF US HAVE never asked for a pay raise? Or have used qualifiers in our language, such as “I’m sure you’ve already thought of this,” or stayed quiet in meetings because we don’t want to be perceived as “noisy?” Would it surprise you to know the average man applies for a job without even considering if he’s aligned with the qualifications listed? Would you?

Mary Burke, a successful business woman who attended Harvard Business School and was high up in the ranks at Trek, never asked for a pay raise. She never would have applied for a job where she didn’t meet almost all of the qualifications. Until she ran for governor of Wisconsin and read a book that threw her perceptions upside down, which helped her realize she was in a position to build a community of women empowering, encouraging and inspiring each other through her nonprofit, Building Brave.

Truth be told, Burke never had high aspirations of running for governor; in fact, she waited until the last minute to put her name in the race. Not that she wouldn’t have been honored to be elected. “Six generations of my family have lived in Wisconsin. I’m a big cheesehead and there’s nothing more I’d rather do than lead this state,” she says. She believed she was qualified but it had just never occurred to her to run—until she received continual messages from others, who believed in her competence and spurred her own confidence. That, combined with her belief in democracy and the fact that no one else was stepping up, led her on a life-changing journey.

“I didn’t know if I’d make it through a two-minute interview on camera without completely losing my voice,” admits Burke, who says the experience was often scary and uncomfortable.

Raised in a household where the message was she could do anything if she worked hard enough, Burke was extremely ambitious when she was young. Emulating her father, co-founder of Trek, she knew as



PHOTOGRAPHED BY HILLARY SCHAVE

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As a member of SVA's Women in Business leadership team, Laura was instrumental in developing the initiative that elevates the women in our firm and business women in our community.

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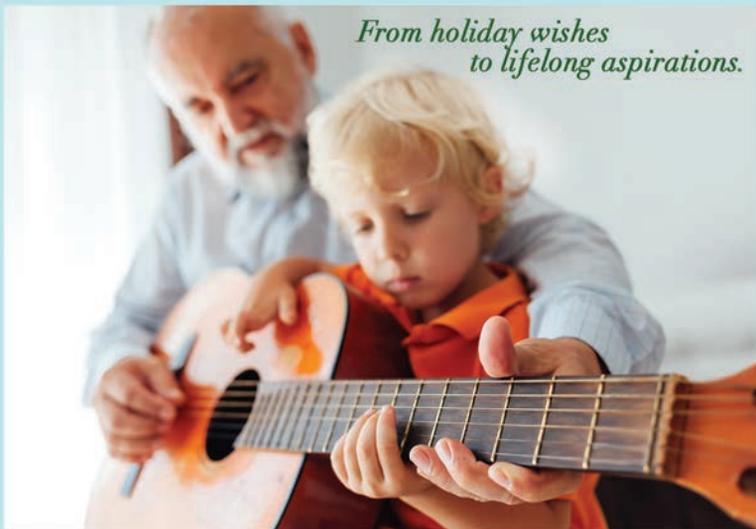
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early as 11 that she wanted to be a business woman. In high school, a teacher wrote in her yearbook "The CEO of IBM better watch out!" In business school, she was viewed as a leader. But then, Burke says, she started to pull back.

"You get out into the real world and women start to get more messages that say how you're supposed to conform," says Burke, who received feedback that, while she was doing a great job and people liked her, she was also very intense and should think about toning it down.

When she got into her 30s and was still unmarried without kids, she worried something was wrong with her because she didn't fit into the "norm." She started signing her name with a small "m" because it felt friendlier. By her 40s, she had lost her ambition and was satisfied with her staff position at Trek (high-level, granted, but still a staff position) and was focusing her energies on being a scratch golfer and doing good work in the community. It took running for governor to shake up her self-perception.

"I had to go out there and act confident and be bold every day," says Burke. "If I didn't look and act like I believed I was the best person to lead this state forward, who else would believe me? All the things that you need to do are things generally women receive messages you shouldn't do."

Burke says it was the amazing community of people who lifted her up, saw her as governor before she saw it in herself, nudged her out of her comfort zone, and were still there to pick her up after losing the election, that became part of the inspiration for Building Brave.

"Confidence in yourself and your abilities is a super power but you don't get there alone...for people to support me even in failing, even in having all those imperfections put out to the entire world, finally I could accept me with all my imperfections, so what I no longer do is let them define me, or hold me back."

Then she picked up the book "The Confidence Code" by Katty Kay and Claire Shipman, and Building Brave came to fruition. Realizing every woman deserves a community that supports her belief in herself, to contrast the myriad messages "that sow doubt on a daily basis," Burke held strategy sessions with over 100 different women, between Milwaukee and Madison. Every woman had a story to tell about confidence shaken. Every woman was interested in the grassroots idea Burke

was proposing. But every woman was also not keen on another meeting.

Enter the Building Brave app, a social media platform that includes daily motivational widgets, various communities of support, and badges with activities to help women grow stronger and more confident. Burke partnered intentionally with local companies Filament Games for development of the app, and Ideas that Evoke for social media prowess. The goal of Building Brave is that the experience can be very personalized depending on where a woman is at. Right now, the focus is on college students and young professionals.



Kelly Ehlers, founder and president of Ideas That Evoke, jumped right in to help when Burke approached her in August 2015. "Knowing we wanted to be part of this movement that is so close to my heart and to our collective agency's mission, we volunteered our time to help with initial naming, branding and startup pieces from a mission and marketing standpoint." Ehlers also serves on the Building Brave board.

Ehlers says she has had to push herself throughout her career and has used similar tenets to those of Building Brave as a source of support. "Like any successful entrepreneur, taking a leap of faith and building my brave has been a big part of how I've grown Ideas That Evoke...I'm so hopeful that [Building Brave] will grow over the next 12 months significantly and really make a difference with young women."



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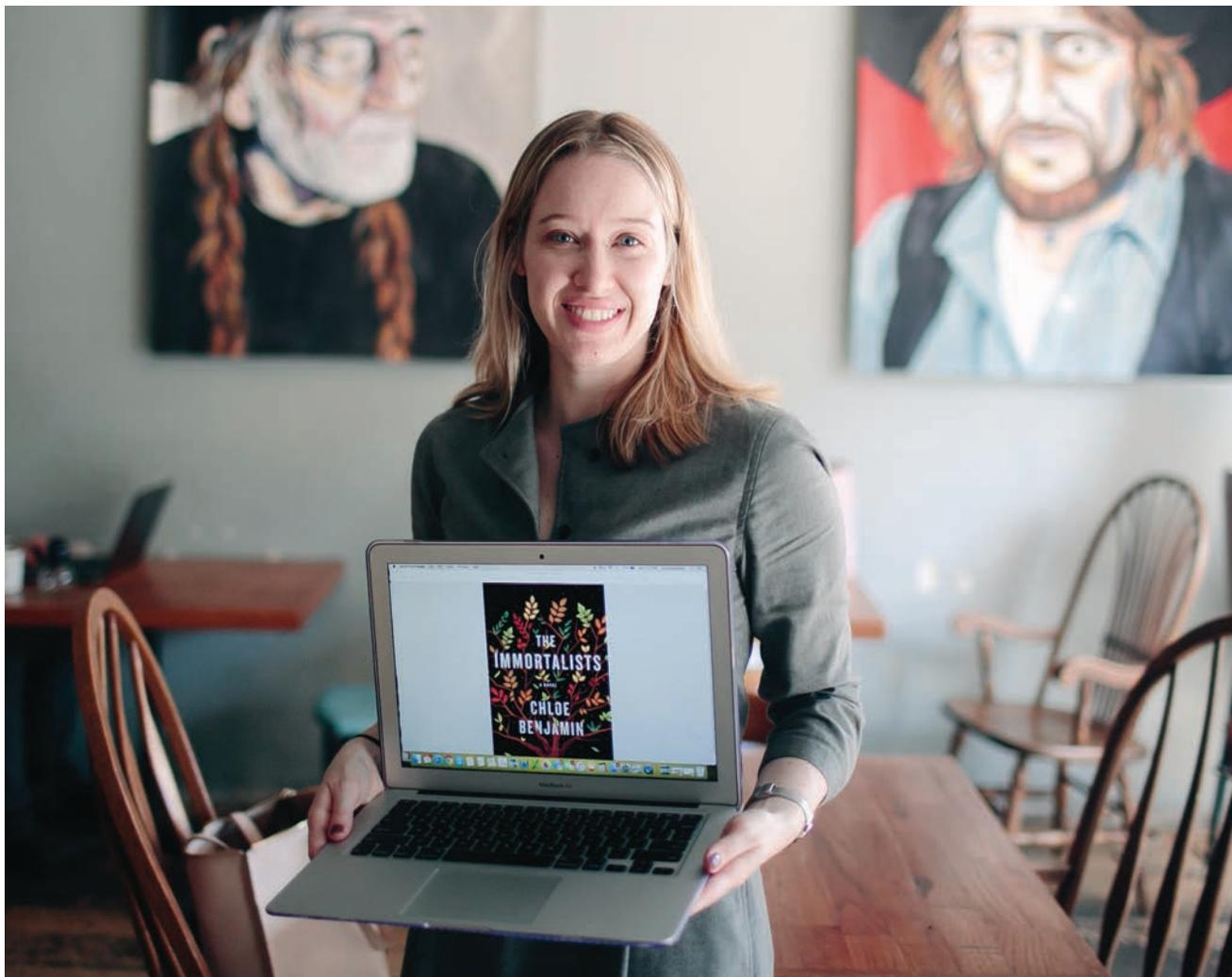
Building Brave app users will be inspired by motivational messages like “Admire someone else’s beauty without questioning your own,” and have direct access to resources that educate on topics like finding a mentor, networking and asking for a raise. Badges to be earned include “Building Support,” “Money Smarts” and “Dump Doubt,” all with different activities to help women become stronger in these areas. For instance, the “Building Support” badge has a “Drop and Give Us 3!” activity, which encourages users to think of three people they’re grateful for and drop them a text or email expressing their appreciation. There are even badges sponsored by Madison life coach Darcy Luoma and mindfulness teacher and author Mare Chapman.

Earning badges also earns points, which can be directed toward one of three organizations to win a \$1,000 grant, the most recent recipient being Girls on the Run of South Central Wisconsin. Followers can also challenge each other to earn the same badge. That’s just one aspect of the community that Building Brave is hoping to create. Much like Facebook, the app has designated groups based around women in STEM, the workplace, college life and private groups, such as the UW-Madison Lean In Circle and the Madison Alumnae Chapter of Delta Sigma Theta.

It’s just the start of what Burke dreams will eventually become a global online community of 10 million women who are connecting, inspiring and empowering each other. Yes, she’s aware that it might take her whole lifetime to get to that number, but that’s not going to stop her.

“I almost feel like I was meant to be at this place. All of the other things that have come in, the roads, running for governor, were all meant to get me right here,” says Burke. “There’s a real desire out there [for change]. We’re going to do it when we support each other. Building Brave is about creating [that] for every woman, helping to inspire and support her, so that whatever her beliefs, she feels she can advocate for them and believe in herself and that’s how I think we move the needle and make the world a better place for girls and women.” 🌸

For more information, visit buildingbrave.org.



SIBLINGS SIREN SONG

NOVELIST CHLOE BENJAMIN CELEBRATES LIFE ROOTED IN THE FAMILY

BY LAURA ANNE BIRD

NOVELIST AND MADISON RESIDENT CHLOE BENJAMIN

is elated to ring in the new year. When January begins, her second book, “The Immortalists,” will be published.

Readers are in for a surprise with this lush, sprawling novel that opens in 1969 as four siblings visit a psychic. They each learn the day they will die—information that both motivates and constrains them in remarkable ways.

“I don’t do well with uncertainty. The book comes from that,” Benjamin says. “Knowing the day of your death can push you to live better, but it can also be paralyzing.”

At its heart, “The Immortalists” is about sisters and brothers. “I love thinking about how different people interpret the same event,” Benjamin says. “Siblings start out together, but they can end up so divergent.”

Three of Benjamin’s favorite novels, in fact, explore this idea of a familial siren song. “You grow up with siblings. It’s hard to pull away.”

The Chronicles of Narnia by C. S. Lewis

These seven fantasy novels—featuring mythic beasts and the four Pevensie siblings—got into Benjamin’s bloodstream as a young reader. “I was surprised when a reviewer mentioned that “The Immortalists” reminded her of the series, but it makes perfect sense because they all have the same quintessential childhood magic.”

The Virgin Suicides by Jeffrey Eugenides

Benjamin first read this book, which takes place in Michigan in the 1970s, as a teenager. “I was captivated by the Lisbon sisters, the doomed protagonists,” she says. “Although unsparing, the novel is an intoxicating meditation on the mysterious ecosystem of sibling relationships and the grief involved in growing up.”

We Are All Completely Beside Ourselves by Karen Joy Fowler

This book unravels the Cooke kids’ astonishing secret while asking: Is a sibling still a sibling if it isn’t human? Benjamin says, “The story is a heartbreaking and thought-provoking exploration of family, as well as the ways in which animals are like humans, and humans like animals.”

Must-see TV: “The Immortalists” is headed to the small screen! The Jackal Group has acquired the television rights to the book for development as a cable series. 🌸

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STYLED AND PHOTOGRAPHED BY SHANNA WOLF

WINTER SKIN WELLNESS

WINTER TENDS TO WEAR ON OUR SKIN but local soap and emollient makers have created some solutions. Lindsay Snow, "master soaper" at Craft Brewed Suds in Madison, recommends a combination of handmade soap and lotion bars to keep your skin hydrated. Others, like Qēt Botanicals, offer pure body oils and butters to stave off dryness. LūSa Organics offers a divine facial cleansing oil to keep the moisture in. -Rae Sanders

1. Espresso Mint Body Polish by Qēt Botanicals, \$25; qetbotanicals.com. 2. Facial Cleansing Oil by LūSa Organics, \$12.75; lusaorganics.com. 3. Rowan Tree White Sage Body Butter \$12; Rowantreebathworks.com. 4. Ultra Garden Serum for Body by Qēt Botanicals, \$36, and 5. Lavish Serum Salve by Qēt Botanicals, \$60; qetbotanicals.com. 6. Energizing Lotion Bar by LūSa Organics, \$8.35; lusaorganics.com. 7. Long Faced Dove Solid Lotion Bar and White Rabbit Solid Lotion Bar by Craft Brewed Suds, \$5 each; craftbrewedsuds.com. 8. Rowan Tree Solid Lotion Bar, \$16; Rowantreebathworks.com 🌿

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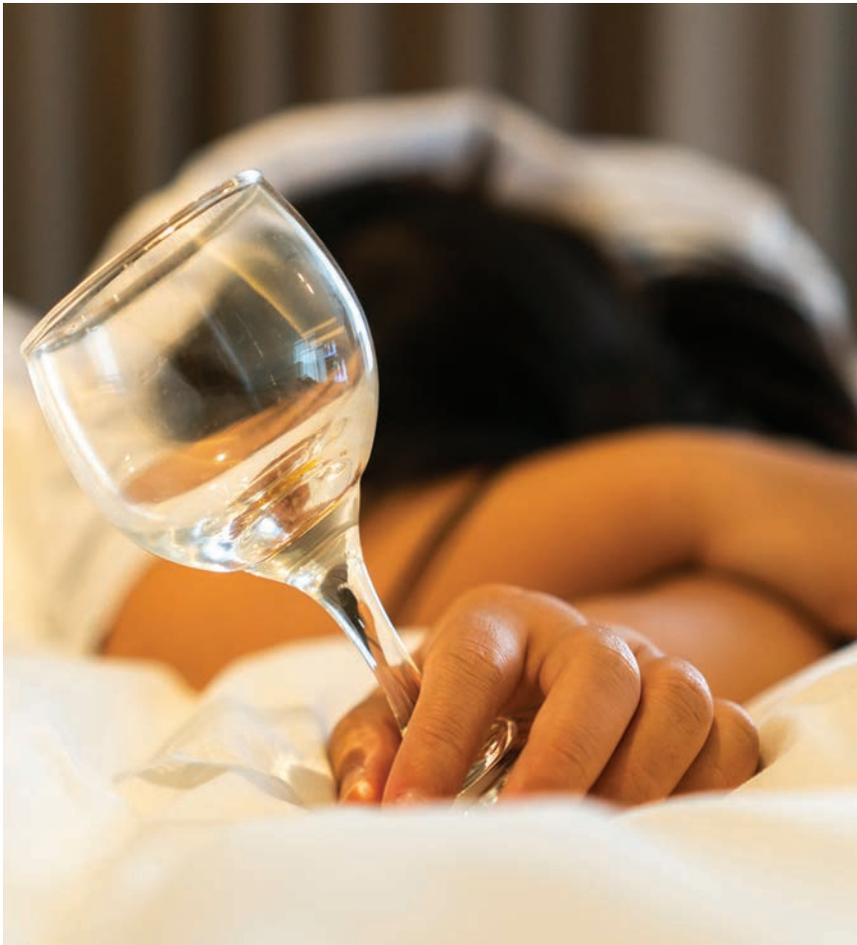


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**THE PERILS OF
BINGE DRINKING**
WOMEN ARE AT
GREATER RISK OF SERIOUS
HEALTH EFFECTS

BY RAE SANDERS

IT'S A BIT OF AN INSIDE JOKE in Wisconsin that we love to drink, and drink hard.

But the implications of the distinction aren't so funny, especially for women, who are at a higher risk of experiencing serious health effects from binge and heavy drinking.

In 2016, the Wisconsin Department of Health reported that Wisconsin ranked third in the nation for binge drinking—for women that means drinking four or more drinks on one occasion. And, 20 percent of Wisconsin women ages 18-44 were found to be binge drinking, compared to 16 percent nationwide.

And that kind of heavy drinking, over time, can increase a woman's likelihood of developing liver disease, brain and heart issues and cancer, according to the Centers for Disease Control and Prevention.

"Women generally are smaller in size and height and weight, so the same volume of ethanol, which is what alcohol is, theoretically goes further," says Noelle LoConte, a hematology and oncology doctor and

associate professor at UW Carbone Cancer Center. "Alcohol is converted by an enzyme in our bodies, a known carcinogen called acetaldehyde. I have not read anything that says that women have different levels of those enzymes per se, but it is a known thing [that women are more susceptible]," LoConte says.

LoConte cites a report released this November in the *Journal of Clinical Oncology* on a compilation of studies that found that, with heavy drinking, people are around 500 percent more likely to develop head, neck and throat cancer, 265 percent more likely to develop larynx cancer, 207 percent more likely to develop liver cancer, 61 percent more likely to develop breast cancer and 44 percent more likely to develop colon cancer.

Drinking to excess also increases a woman's likelihood of being sexually assaulted and, in cases of drinking and driving, can cause legal troubles and worse.

The reasons women binge drink can vary, says Krystle Haviland, assistant director of Connections Counseling. Haviland says women sometimes find ways to normalize bingeing by seeking out people to do it with.

Caroline Miller, director of Wisconsin Voices for Recovery, says up to 89 percent of women who've experienced personal trauma also are more vulnerable to substance abuse.

Wisconsin's alcohol saturated environment certainly plays a role in the problem, says Julia Sherman, senior outreach specialist for the Alcohol Policy Project at the UW Law School. Sherman says extra efforts are needed to confront alcohol abuse in Wisconsin, but there has been some progress.

"A decade ago we had the highest rate of underage drinking in the nation. We don't anymore. We're at the national average... The other thing it proved is [that] Wisconsin can change," Sherman says.

Getting treatment for alcohol-related problems can be difficult due to its social stigma. But, long-term treatment seems to be a helpful measure toward recovery says Connections Counseling director Shelly Dutch.

"We just don't bring them in and educate them and help them on the path to recovery, we help connect them with other women who have been through it and are really walking the walk," Dutch says. 🌸

For more information about getting help for binge drinking or other substance abuse problems, go to bravamagazine.com.

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TRENDY TYKES MINI-COUTURE RULES AT TRADITION CHILDREN'S MARKET

BY RACHEL WERNER

A FANCIFUL BLEND of mod and nostalgia, Tradition Children's Market brings high-street kids' fashion to downtown Middleton. Owner Jen Wuebben is as exuberant about the unique merchandise she carries as she is about becoming a parent herself one day. "I have always wanted to own a store, but began my career studying fashion design at UW-Madison and later teaching college design courses. I also worked at Burberry in England before returning to the States to be a buyer for a major retailer," she explains. "But this store is my first baby."

Wuebben's expertise is apparent in the selection of apparel for boys and girls in an array of colors and styles at a moderate price point. "We sell a curated selection of children's clothing, toys and accessories from over 50 vendors like Jellycat, Peppercorn Kids and Hunter Boots," she says. "We specialize in sizes 2T to 8, plus feature a rotating selection of baby items."

And her firm intention to infuse playfulness and creativity into each customer's visit even inspired the boutique's name. "I was inspired by children's stores I visited in London, Copenhagen, New York and San Francisco that felt whimsical and innocent. The goal was to create a place that feels welcoming and provides a positive shopping experience for anyone, at any age," she says, beaming. "The products that we bring in have to be special—innovative, imaginative...Whether looking for a gift or bringing in a child to pick out a special outfit, that experience should be memorable and shared among generations." tradition.market. ❄️

1835 Parmenter St., Middleton.



PHOTOGRAPHED BY SHANNA WOLF

ASK THE EXPERT



HAVE QUESTIONS ABOUT REMODELING A HOME?

ASK KEVEN AND JERRY SCHMIDT

Q Should I remodel or should I buy a different home?

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Q What is the rule of thumb on how much I should spend to remodel my home?

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Q How do I choose a contractor/remodeler?

When selecting a contractor/remodeler, it's important to find out what their reputation is in the community. Do they have strong referrals of past clients? Are they strong financially as a business? Lastly, do they have the staff and team to make the project complete and successful in a given time period? Make sure you know the answers to these questions.

Q Why are some remodel projects more successful than others?

It's all in the details. Companies that can offer design/construction under one roof have a better chance of getting to project completion with a happy homeowner. When there are multiple companies involved in one remodel project there is a much higher risk of items being missed or forgotten, leading to homeowner frustration.

Remodeling a home that you plan to live in through the project should be a good experience. You want to make sure that you're comfortable with the project and the people who are creating your new space. Homeowners shouldn't be hesitant to remodel and choosing a team that you enjoy working with will ensure a gratifying process.



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STYLED BY ERICA MEIER OF ELM DESIGN AND PHOTOGRAPHED BY SHANNA WOLF



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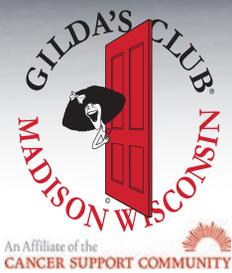
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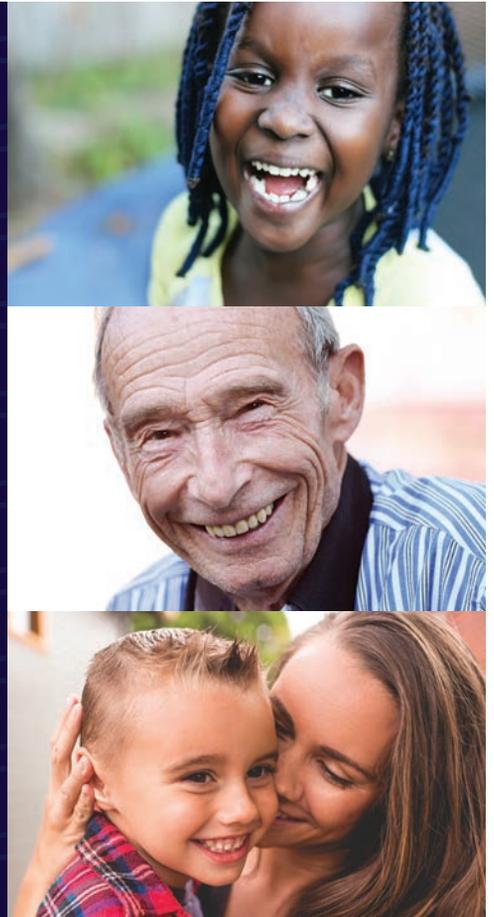
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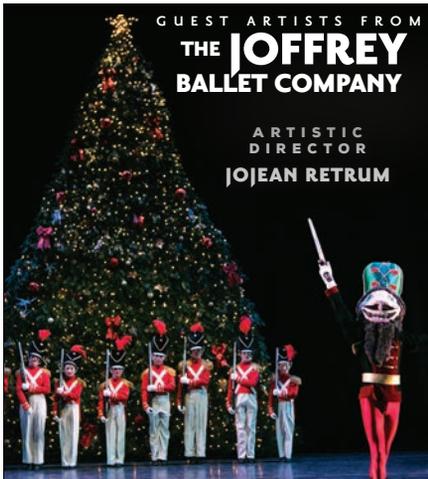
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THE HYGGE LIFE

WISCONSIN STYLE

BY SHELBY DEERING | HYGGE GIFTS STYLED
AND PHOTOGRAPHED BY SUNNY FRANTZ

Winter in Wisconsin isn't for the faint of heart. Between the below-zero gales, slippery sidewalks and skies enveloped in heavy, gray clouds, even the cheeriest among us can experience low moods. Things aren't all that different in other Northern locales, like Denmark, where some winter days only see seven hours of sunlight. But this is also the same place that was named the second happiest country in the world according to the 2017 World Happiness Report.

So, what is Denmark's secret to surviving dark days and coming out happy on the other side?

The answer lies in the winter-embracing Danish art of *hygge*, pronounced *boo-gab*, a gaining-steam trend here in America and a buzzword that has found its way from Pinterest to the Oxford English Dictionary: "a quality of coziness and comfortable conviviality that engenders a feeling of contentment or wellbeing."

Lauren Anderson, blogger at La Petite Farmhouse, has often written about the topic on her site. She describes it as, "the soft glow of a candle, the warmth of a cozy knit sweater, technology-free evenings and a cup of coffee shared with friends."

These are indeed the main tenets of the longstanding Danish practice. *Hygge* is also enhanced through homecooked, warming meals.

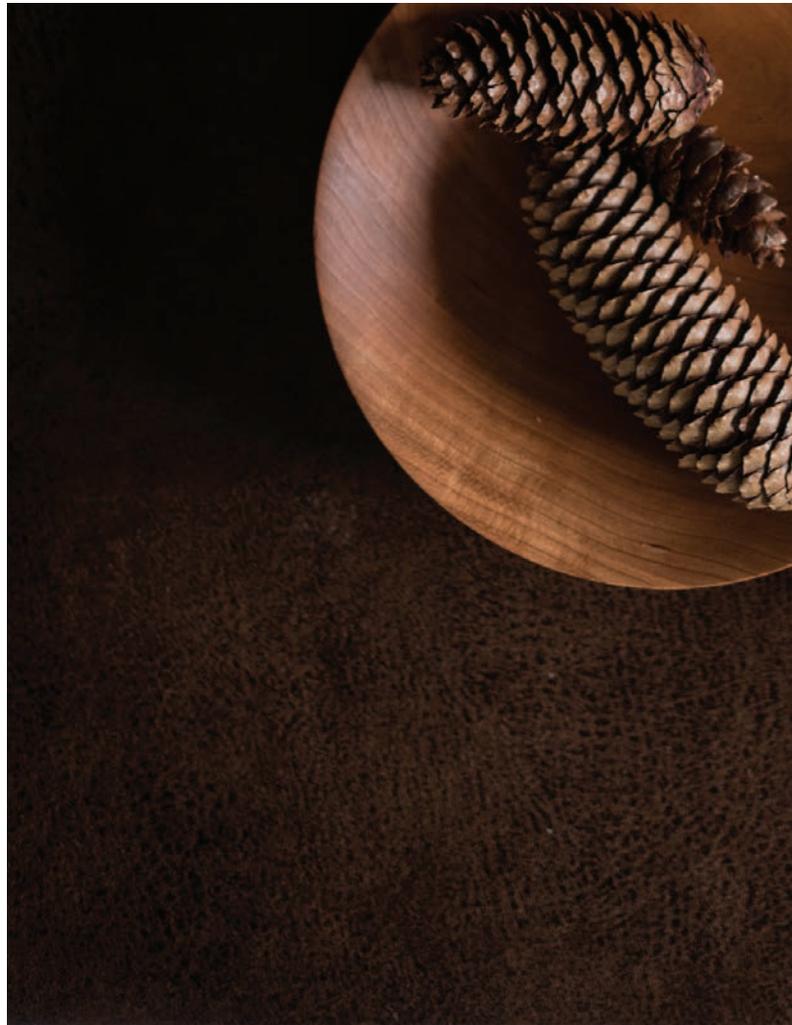
"When it comes to making food, the *hygge* style is simple. Good food doesn't have to be complicated. It's about putting everything else on hold and taking a few minutes to make and enjoy a healthy meal," says Mandy Cullen, personal chef and owner of her business, Nourishment.

Anderson and Cullen both practice *hygge* in their own lives. As a Floridian-turned-Wisconsinite, Anderson describes the concept as a "game-changer" for her and her husband, who adhere to wintertime rituals like diffusing favorite essential oils, playing records from their collection and slowing down to make dinner together. Cullen also has a natural leaning toward *hygge* after the temperatures drops. She says, "Once the weather has cooled down, I bring out my snuggly blankets and wool socks, hang twinkling lights in my living space and light candles in every room of the house."





LOCALLY MADE HYGGE GIFT GUIDE: (Far left) Ceramic mug by artisan JD Wolfe, \$35, Hatch Art House and Hazel General Store. Marshmallows by Curtis & Cake, \$5 for a sleeve of six, curtisandcake. Sunniva jacket, \$359; Ojebro Skafto mittens, \$69; Century House. (Far right) Cherry bowl by artisan Martha Downs, \$75, downsworks.com.



WHERE TO FIND THE MAKERS: In addition to the web and noted stores, look for these local artisans at the Good Day Market, Dec. 8-9, Madison Masonic Center. oneonetbousand.net



LOCALLY MADE HYGGE GIFT GUIDE: (Top left) Wooden spoon by artisan Tom Bartlett of Sylva Spoons, \$20-\$65, sylvaspoon.com. Ceramic bowl, \$26, and crock, \$20, by artisan JD Wolfe, Hatch Art House and Hazel General Store. (Bottom right) Carved bird bowl, by artisan Tom Bartlett of Sylva Spoons, starting at \$180, sylvaspoon.com. Arm-knit blanket, with giant roving, by Sarah Eichhorn (DIY kit and class available), \$190, oneonethousand.net. PAGE 44: Ceramic cup by artisan JD Wolfe, \$20, Hatch Art House and Hazel General Store. Marshmallows by Curtis & Cake, \$5 for a sleeve of six, [curtisandcake](http://curtisandcake.com). Walnut mortar and pestle bowl by Martha Downs, prices vary, downsworks.com.

How To Hygge

COZY UP TO BLANKETS, WARM CLOTHES AND SOFT TEXTURES.

To ward off chilly temperatures, Anderson recommends a collection of cold-weather essentials: sheepskin rugs, cable-knit sweaters and open cardigans, faux fur throw blankets and comfy leggings for lounging.

WEAVE IN SCANDINAVIAN-INSPIRED DÉCOR.

Nothing creates a winter-welcoming mood like Nordic pieces. Anderson says elements with a “minimalist, Scandinavian feel” set the scene, like a fireplace or wood-burning stove, Midcentury furniture, Fair Isle patterns, a well-stocked bookcase and fresh, ever-green wreaths.

PRACTICE MINDFULNESS.

In addition to getting cozy, hygge is about living in the moment. Anderson says, “Hygge is beneficial if you’re seeking more out of life, if you want to slow down, savor and appreciate each season, and find more gratitude in each and every day.” One of Anderson’s daily hygge rituals is to “start out each morning with a hot cup of coffee” and, she advises “ditching your cell phone in favor of a book.”

COOK MEALS FROM SCRATCH.

Mindfulness can also be applied through cooking, and can bring in another hygge idea: spending time with friends. “The concept of fika, a Swedish tradition of getting together with loved ones over a coffee and a slice of something sweet, is a beautiful example of living a balanced, hygge-filled life,” says Cullen. Her top ways to apply hygge through cooking include incorporating “naturally nourishing ingredients”—in-season fruit, whole grains, lean meats, seasonal veggies and sustainably-sourced seafood—and simply using what you have in your kitchen. “Try this at home,” says Cullen. “Allow yourself to cook a meal based solely on what you have in your fridge and pantry. Let it be a carefree, creative exercise. Being happy with what you already have is a prominent theme within the hygge lifestyle.”

GET OUTSIDE.

It may seem counterintuitive to this cozy way of life, but hygge additionally values braving winter winds and getting active. “It doesn’t mean you have to hunker down inside. It’s about getting outside in the snow and fresh air to reflect, exercise and de-stress,” Anderson says. “The ultimate hygge activities pair winter fitness with enjoying the great outdoors—cross-country skiing, snowshoeing or snowy family walks.” ❄️

A top-down photograph of a wooden bowl filled with several cubes of white cheese, possibly feta or goat cheese, with a blue-veined rind. In the bottom left corner, a dark glass is filled with a frothy, golden beer. A wooden spoon lies diagonally in the bottom right corner. The background is a dark, textured surface, possibly a slate or stone countertop.

THIS WINTER, WRAP
YOURSELF UP IN A SOFT
BLANKET, GRAB A GOOD
BOOK AND ENJOY
DANISH PRACTICES
THAT CELEBRATE
THE SEASON.



THE *ART* OF FORGIVENESS

BY HYWANIA THOMPSON

We live in relationships with others—family, friends, coworkers, neighbors and the larger community. These relationships are wonderful and meaningful and complicated. There are times when a family member or friend does something that hurts us. It could cause emotional or, perhaps worse, physical pain. In these situations, it's easy to want to hurt the person the way they hurt us. What's difficult is working through the pain and finding the strength to forgive them.

UW-Madison Professor of Educational Psychology and co-founder of the International Forgiveness Institute Robert Enright says forgiveness is a moral virtue. “It’s being treated unfairly by others but you refrain from seeking revenge,” Enright says. “Forgiveness in its deepest form is in the form of love where you are concerned about the other person simply because this is another human being,” he says.

Enright calls forgiveness the most heroic virtue. “It’s easy to be kind to those who are kind to you, to be generous to those who are generous to you and loving to those who are loving to you. But to practice—in the face of injustice—respect, generosity and love to anybody when they’ve hurt us deeply is one of the most difficult tasks known to man.”

In his book, “Forgiveness is a Choice,” Enright states, “Unforgiveness, bitterness, resentment and anger are like the four walls of a prison cell. Forgiveness is the key that opens the door and lets you out of that cell.”

Gayle Reed, researcher, speaker and program developer at the International Forgiveness Institute, says forgiveness is withdrawing revenge and giving benevolence. “You don’t have to be near the person, if they are still hurtful, to give them the benevolence. You can hold that gift in your hand until the person is ready or available,” Reed says. “You want the person to be flourishing. You don’t want them to just have a nice job or a nice house or success, it’s not about success, it’s about human flourishing.”



FORGIVENESS IS *MISUNDERSTOOD*

Forgiveness is often misunderstood. Forgiveness is not excusing, justifying or forgetting the wrongdoing. “When you forgive, you offer goodness to the other person, never saying it’s ok. To forgive is not to forget,” Enright says.

“Forgiveness is not forgetting, it’s not acceptance, it’s not condoning, it’s not excusing, it’s not compensation and it’s not a grim obligation,” explains Reed. She says it’s not simply saying ‘I forgive you.’ Instead, we need wisdom to know the right time to tell someone we’ve forgiven them. Reed also says forgiveness is not traumatic bonding. She explains traumatic bonding as staying with someone who is hurting you and trying to make them better.

Another misconception is that to forgive is to reconcile. Enright says it’s not the same. Forgiveness is the practice of a moral virtue. “You may or may not come together with the other person. To reconcile is to come together with a mutual trust. If the other is not trustworthy, don’t reconcile. You can see the humanity in others, but you can stay away. You can forgive from a distance.”

HOW TO RECEIVE FORGIVENESS

Steps in the Process

ONE

Break through denial and accept responsibility. Be aware of the pain experienced by the other person and realize your treatment of them must change.

TWO

Commit to the process of changing wrong behaviors and ask for forgiveness.

THREE

Have empathy and compassion for the person you hurt and offer to rebuild trust.

FOUR

Find release from guilt, anxiety and depression. See this as an opportunity to grow and help others.



PROCESS OF FORGIVENESS

How do I forgive?

In his book, Enright discusses the four phases of forgiveness — uncovering anger, choosing forgiveness, working on forgiveness and discovery and release.

This is a process we shouldn't take on by ourselves. It's important to have someone to support us, someone we can talk with as we work through each phase of forgiveness. Enright says we can get trapped into negative thinking and tell ourselves the same lies over and over again. We need another person to help us get through that cycle. Enright advises that this person not be the one we're forgiving.

PHASE ONE

UNCOVERING ANGER

Name the wrong and see what it's done. Enright explains we must acknowledge the unfair treatment, as well as the layers of pain, anger and fatigue these situations bring.

PHASE TWO

CHOOSING FORGIVENESS

After acknowledging the wrongdoing and the pain it causes, we move forward to choosing forgiveness. This is when we commit to the process. We want a change of heart and we want to work on it.

If we want justice for the hurt done to us, Reed says we need to forgive first, and then work for justice. "Forgiveness helps you do justice restoratively but also addresses the pain of the betrayal," she says.

PHASE THREE

WORKING ON IT

In the work phase, we deal with the pain. Reed explains that it's almost like grieving. "You have to grieve the pain through and process it like you would any grieving with the added intention of not passing it on to the wrongdoer or onto other people."

This is also the phase in which we give a "moral gift" to the one who hurt us. This gift isn't necessarily physical. Enright and Reed explain these "moral gifts" have come in the form of an incest survivor sitting at the bedside of their dying father or a survivor laying flowers on the grave of the person who hurt them. Enright says this breaks the power the other person has over us.

PHASE FOUR

DISCOVERY & RELEASE

With this phase of the process, we can find release from anger and pain and find meaning in suffering. We can't change what has happened to us, but we can allow it to make us better people. "Forgiveness is not so powerful to be able to go back in time and change the injustice. The beauty of forgiveness is cleaning up the effects of injustice," Enright says.



A FORGIVENESS PRACTICE

Growing the Virtue

Many books and articles have been written on the differences between men and women—how we interact with each other and the world around us, how our brains work and much more. Do these differences come into play when talking about forgiveness? Yes, in a sense, according to Enright.

He says women seem to be torchbearers for forgiveness. Some people may cringe at the thought and say this is a view of oppression. Enright doesn't see it that way. "It comes from a position of strength, love and caring and that's very important for the world," he says.

BENEFITS

Forgiving those who have hurt us can be a long and difficult process. But being a forgiving person has its benefits. In their evidence-based, forgiveness therapy treatment, both Reed and Enright say they've seen good things happen when people practice forgiveness.

They've seen improvements in anger—especially in children—an increase in good decision making, better relationships, purposefulness, and healing of divisions between enemies, families and communities.

They've seen decreases in cognitive rehearsal (going over and over stories in the mind), Post-Traumatic Stress Disorder (PTSD) symptoms, anxiety, depression, hopelessness and low self-esteem. Enright says adding forgiveness therapy has even been shown to help relieve symptoms of fibromyalgia.

Reed says forgiveness is part of an identity development. She explains that as human beings we don't just need to figure out education and family relationships—we need to figure out how to deal with things that don't go well in our lives. "It's a big challenge. You're growing as a human being when you're forgiving. You're growing as a virtue-following human being and you're a more productive member of your community."

FORGIVENESS AND OUR CHILDREN

Learning about and practicing forgiveness isn't only for adults, as mothers we can help our children embrace it, as well. Enright, Reed and their colleagues at the International Forgiveness Institute provide forgiveness curriculum to pre-kindergarten to 12th-grade students in Wisconsin, 18 other states and across the world. Enright says forgiveness education gives children a tool for confronting injustices in life, now and as they move through their own adulthood.

LIVING A LIFE OF FORGIVENESS

Choosing to truly forgive can not only impact our own lives but the lives of those around us. It provides a way for us to have peaceful relationships.

Reed says all of the research she and Enright have done is possible because brave people chose to forgive. "If you process forgiveness over a lifetime, you choose to change your identity to be a forgiving person." ❀

Purpose Before PROFIT

*Every day, more companies put empathy first.
These Madison businesses have joined the movement
to reach beyond the bottom line.*

By Shelby Deering, photographed by Kaia Calhoun

Has anyone else felt it? The shift taking place in our society? Within the last few years, it's as if more and more people have been switched on like light bulbs, developing a heightened sense of consciousness around their choices. Should I keep scrolling through my Facebook feed, or is there something more nourishing I can do for myself? Does it feel good to read these news stories? And, does this company align with my ethics?

In a response to a world that can feel overwhelming, several people are returning to their roots and the things that truly matter to them — their core values.

Many companies have felt this, too, and are responding through carefully-written mission statements, elevated philanthropic efforts and products that are cruelty-free, fair-trade or aid those less fortunate. These choices benefit consumers, along with employees, shareholders and, in turn, profits.



Nicole and Scott Andersen,
Artisan Dental founders

“Conscious capitalism is the idea that money follows vision,” says Christine Whelan, a clinical professor in consumer science at the UW-Madison School of Human Ecology. “We are in the golden age of talking about purpose and meaning.”

Whelan has deeply studied the subject, observing an increased number of vision statements, businesses “walking the walk and not just talking the talk” and employees putting passion before a paycheck. In a 2016 survey Whelan conducted, she found that 69 percent of young adults would be willing to take a cut in pay to work at a job that allowed them to focus on more meaningful work.

Many local companies are making this meaningful impact, like CUNA Mutual Group, whose foundation donated \$100,000 to Safe Haven, which provides services and shelter to homeless populations. CUNA also is the second-largest corporate donor to The United Way of Dane County. Then there’s MG&E—in the last five years, its foundation has contributed over \$4.6 million to more than 350 community organizations.

The nationwide movement has found its way to Madison, changing corporations and small businesses alike and turning them into “Firms of Endearment,” coined by the 2003 book of the same name. Meet three local businesses that are embracing conscious capitalism, doing good while reaping good-for-business benefits.

TURNING DENTISTRY INTO ART

With the emergence of conscious capitalism has come a new kind of business structure. A “B Corporation,” called “B Corp” for short, is a for-profit company certified by the national nonprofit B Lab that it meets “rigorous standards of social and environmental performance, accountability and transparency,” according to the official website. In other words, it’s a company that takes a holistic approach to carrying out its mission.

Artisan Dental is the first dental practice in Wisconsin to attain B Corp certification, and is the second in the United States. It’s not every day that you find a dental practice with a mission statement. And Artisan is proud of theirs:

“Our mission is to optimize the health and happiness of our patients, team members, suppliers, community and the

environment through exceptional quality care and sustainable business practices.”

This statement is the embodiment of Artisan Dental. There’s the Artisan Dental Wellness Series, a free quarterly wellness and community-building series designed to foster whole-person wellness with a focus on patient education. The Artisan Dental Recycling Program, an innovative partnership with Terracycle, Tom’s of Maine and the City of Madison that is Dane County’s first oral products recycling program. One percent of net revenue is donated to charitable organizations. In the eco-friendly office, 100 percent of the electricity is sourced from renewable energy and only nontoxic cleaning products are used.

Artisan Dental’s B Corp certification is “a confirmation that we are bringing our mission, vision and values to life,” says Scott Andersen, Co-Founder and Director of Business Development.

These values and becoming B Corp-certified has had a trickle effect down to Artisan’s team members.

“We have noticed that team members have begun to take ownership for the mission, vision and values and are actively involved in stewarding the culture,” says Andersen.

Andersen says that team members are considered stakeholders in their business, along with suppliers, contractors, the community, the planet and of course, patients. Andersen hopes that the B Corp status may encourage patients to “evaluate companies and products differently, potentially resulting in more dollars being allocated to socially responsible enterprises.”

The practice also seeks to foster good in their patients’ lives, going beyond basic oral health care through wellness programming, fundraising and food drives.

Andersen says, “For patients, we intend to be seen as a partner in their oral and total health, prioritizing and customizing their care in such a way that it works within the larger context of their work, family and financial life. Over time, we hope patients see us as incorporating sustainable business models that enact our mission, vision and values.”

Dentist and co-founder Nicole Andersen adds, “Our role in the community includes providing exceptional care to our patients on a daily basis, helping to reframe what it means to visit the dentist.” Scott Andersen further describes this approach as “a recognition that our needs and wishes have universal similarities, for example, to be loved, safe, healthy and happy.”

A CONSULTING FIRM WITH VISION

What are the nuts and bolts of Envision IT? It works with companies to provide an excellent user experience for employees while also delivering on the other business requirements of IT, such as security, efficiency and reasonable costs.

That's the technical explanation of Envision IT's inner workings. But at its heart lies "a group of talented and compassionate people growing a soulful company" according to Nancy Pautsch, chief evangelist of stakeholder value, a title Pautsch developed as president.

"Our purpose is to improve the lives of our stakeholders, which are our employees, our clients, our business partners and our community," Pautsch says.

When Pautsch joined Envision IT in 2013 to "constructively grow the company," she set out to make a good company even better through conscious capitalism.

She says, "Conscious capitalism is a movement focused on elevating humanity through business. It's also a global community of like-minded businesses that believe for-profit business has been and can be a force for good."

Pautsch believes that for-profit businesses can do the work of nonprofit organizations and make revenue in the process.

"Capitalism has lifted billions out of poverty and created prosperity around the world," she says. "The conscious piece is key. Capitalism on its own can be detrimental, especially when the focus is solely on profits at any or all costs. Increasingly, we see this nationally and even locally with activist investors reaping havoc on companies and communities for short-lived spikes in shareholder value."

Envision IT has chosen a different route, prioritizing people over profits. The company invests its time, talent and funds in several charities. "We typically select nonprofits and causes that are near and dear to our Envision family," says Pautsch. She also sees Envision making a beneficial impact in the community by being a highly-regarded employer.

"First and foremost, we're a good employer creating jobs, enriching lives and focused on the long-term success of our Envision family and all we serve," she says.



Envision IT President
Nancy Pautsch



Ideas That Evoke President Kelly Ehlers

EVOKING IDEAS & GOOD VIBES

The 30 employees, or “Envisioners” as they’re called, participate in a culture of compassion.

“Envisioners practice compassion every day among all our stakeholders, whether it’s taking on a workload so a teammate can attend his or her child’s sporting event or recital, our compassion-focused volunteer efforts and the bigger stuff.”

The byproduct of this amplified commitment to compassion and volunteering has been a healthy spike in profits—triple-digit revenue growth.

“Our growth happened since our transformation that began in [the fourth quarter] of 2013, so yes, conscious capitalism is a major contributor. The tenets helped guide our business strategy, however, our Envisioners are the biggest contributor,” Pautsch says.

Pautsch, who attends the yearly CEO Summit for Conscious Capitalists along with 150 other like-minded leaders, shares must-have’s for a “Firm of Endearment:” “a safe environment for people to share diverse perspectives” and “a natural sense of family where people feel connected and voluntarily support each other.” She says, “This sets the stage for a conscious culture.”

Kelly Ehlers’ personal philosophy revolves around one statement: “The nice girl DOES win.” As the founder and president of Ideas That Evoke, a full-service agency with a focus on social media, influencer marketing and public relations, Ehlers has woven this single sentence into the entire framework of her business.

“It’s evident in how we conduct business, how we grow employees and team members and ultimately, how we give back to our community,” Ehlers says.

Ehlers has put simple, straightforward kindness at the top of her list, starting in the workplace among her team members, the majority of which are Millennials. The company offers flex time, options to work from home and a “Kudos Wall.”

“The little things—or over-managing the details, as we say—with employees allow us to demonstrate our commitment to our people, our team. At Evoke, we feel our actions as a leadership team speak louder than words and we act within a business culture that is one we want to thrive and grow in.”

This commitment to kindness has translated into the work that Evoke does in the community. Three years ago, the company

(Continued on P. 58)

THANK YOU, MADISON

With over \$600,000 of donated funds, materials, and labor, and 12,000 sq ft of redesigned space, **Design for a Difference 2017 for Centro Hispano** was the largest charity design makeover in the U.S.



Design Team: Bob Tobe, Angela Skalitzky, Courtney Wollersheim, Alyssa Trautman, FLOOR360; Cathy Driftmier, Driftmier Design LLC; Tara Buedding, The Happy Home Organizer LLC; Dani Frank, Melissa Koester, Crystal Schliefer, Distinctively Danette; Christie Thompson, Sub Zero/Wolf; Abbey Weiss, Lori Leistico, Dondi Szombafalvy, Sally Luck, Dan Luck, J. Ivory Travis, Tasha Frie, Stephanie Lang, Bella Domicile; Melissa Keyzers, Creative Business Interiors; Alexandra Wood, Alexandra Wood Design; Rochelle Lee, Rochelle Lee

Interiors; Marcia Hardy, Hardy Home; Brenda Szarek, Autumn Light Interiors; Mari Johnson, Karen Kavanaugh, Kristi Kavanaugh, Kavanaugh's Restaurant Supply; Patti Stindt, Michelle Kahl, Debbie Gray, Steinhafels Furniture; Laurie Lundgren, Laurie Lundgren Color & Design; Kim Schachte, Lerdahl Business Interiors; Tammy Gehrke, Independent Designer; Jennifer Rosen-Heinz, BRAVA Magazine; Todd Hultman, Katie Mercial, Cabinet Masters; Michelle Schildgen, ADCl; Lori Jolin, Lori Jolin Design LLC; Lesley Sager, UW Interior Architecture



Sherwin Williams Belmont Cabinetry Emmons Business Interiors Davis and Associates CUNA Mutual Group Elks Club Georgiana Hernandez County Line Designs Ed Kuharski Designs A to Z RentAll Tony Trapp LLC Design Electric of Madison Crystal Cabinets Lifeline Electrical Childcrest Amerhart Formica Laminate Tops Wollersheim Handyman Service Topwrights Kohler Yes Group Amanti Art The Wood Cycle Royal Industries

Specialized Marketing Daltile Pro Source Statz & Sons LLC AMC Legacy Glass Coating of Madison LLC Grand Appliance Thrivent Financial Fancy Paint Jobs - Jan Pilon Sheldon Plumbing Emporium - Mary Fairbanks Agrace Hatco Crossville Tile Capital Lock Big Kahuna Tropical Fish Robert's Painting Thiede Construction Steve Rossing Construction Latino Chamber of Commerce Dreamweaver McGann Construction General Heating & AC Paul Douglas Art & Frame Lynn Lee Designer's Showcase Spectrum Brands Lawrence Sales Carlisle Mercer Cutlery Woolsey & Associates MER Electric Zerorez Audra Johnson Eric Willman PRF Marketing Kohler The Clean Advantage Shaw Flooring Personal Painters Samplers Square Genesis Painting Cross Country Cable Mirkovich Joshen R.J. Schiner Home Depot Jim Diener Painting & Decorating Krantz Electric Lynn Aspinwall Area Glass Clear Vision TriNorth Pellitteri Hallman Lindsay Chuck D Marshall Jeff Hensen Wolf Cabinetry Furniture & Appliance Mart Greg Goke Alpine Plywood K Frank Construction

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For more information and before & after photos visit floor360.com/dfad.



The
BIGGEST
DIFFERENCE YET

On October 15th, **DESIGN FOR A DIFFERENCE-MADISON** made history by completing the largest charity design makeover in the country! Led by the team at FLOOR360, 38 interior designers came together with over 100 businesses to complete the stunning 12,000 sq ft design makeover of Centro Hispano.

Design for a Difference announced Centro Hispano as the 2017 recipient at the FLOOR360 Spring into Design event, then came six months of planning by the design team. And finally, over the course of two weeks, teams worked late into the night donating their time, talent and materials to make the space not only more beautiful, but also more functional.



2017 BY THE NUMBERS

- **\$600,000+** of money, materials and labor donated by FLOOR360 and partners
- **100+** volunteers, partners, sponsors, and donors
- **38** design team members
- **12,000 sq ft** of floor covering materials donated and installed
- **2,500+** Madison, WI area families served every year by Centro Hispano
- **4,000+** Madison, WI area individuals served every year by Centro Hispano

Centro Hispano, founded in 1983, is a gathering place for the Hispanic community of Madison to come together and enjoy cultural programs, access employment resources, learn English, and to transmit their culture.

Centro Hispano's executive director Karen Menendez Coller said, "The Design for a Difference team worked tirelessly with us to create a space that acknowledges our past, and as our founder Ilda Conteris Thomas believed, innovates for our future."

"You understood the potential that lied ahead for our agency to deliver better services and programs to our community in this space. Our choices as an organization have always been defined by the Latino community we serve—thank you for allowing us to do that work even better! And thank you for respecting our needs."

When you walk into the space now, you are greeted by a new reception desk, updated with a security system. "It was important for us to address all the needs that they had for a functional space," said Angela Skalitzky, VP Sales & Design at FLOOR360 and National Design for a Difference ambassador. "Before, the space was overwhelming and disjointed. It was clear to us that in order to make the space work better for them we had to improve the traffic flow through some construction as well as interior design."

Enter Supreme Structures, who for the first time joined the DFAD Madison team to handle some heavy work. "I can't overstate how

wonderful it was to work with Supreme Structures," said first time DFAD Designer Laurie Lundgren. "Every time we had a structural issue that needed to be addressed, the guys from Supreme were here saying, 'We can do it. We can solve the problem.' As a designer, it's so amazing to work with partners who really understand your vision and will do anything to help you achieve it."

"Design for a Difference Madison is so pleased to be able to have so many returning supporters and to continue to be able to expand what we can do for nonprofits in the area," said FLOOR360 VP Skalitzky. "I can't overstate the generosity of this community. Steinhafel's, Bella Domicile, Karndean Flooring, and Jaeckle Distributors, all these businesses really share the vision at FLOOR360 that design can truly make a difference in people's lives."

"I still feel like we're living in a dream," said Menendez Coller, of the redesigned Centro Hispano. "I walk by the many classrooms, and down our new hallway, and I can hear important work being done for our community. I hear people practicing for job interviews, children learning their first songs in English. I hear the tap of keys as clients use our relocated computer lab. This redesign has injected so much life and respect into these walls. For us, design has made a difference. Bob, Angela and the team at FLOOR360, and all the other Design for a Difference designers have shown us that our community matters. They have lis-





“Our choices as an organization have always been defined by the Latino community we serve—thank you for allowing us to do that work even better! And thank you for respecting our needs.”

Karen Menendez Coller
Executive Director, Centro Hispano

tened to us— our hopes, our dreams, and they have taken very concrete steps to make sure that our building is ready for the future of our community.”

Some of the highlights for clients, according to Menendez Coller, include the kitchen, which was remodeled and fully stocked thanks to Kavanaugh Restaurant Supply, with brand new stainless-steel appliances from SubZero/Wolf; the brand new staff lounge with sliding barn doors designed by the team of Laurie Lundgren and Lori Jolin and inspired by a mural originally created by Centro youth; and of course all of the administrative offices, each customized to the work that gets done there.

“When we started DFAD in Madison three years ago we wanted to make a difference,” said Bob Tobe, owner of FLOOR360. “In my wildest dreams I did not envision this movement would grow to the size, scope and amount of people involved in this year’s makeover. Non-profits (like Centro) do important work in our communities and don’t have the budget or resources for their spaces. We are so thankful to be able to play a role in their future success and are already looking forward to next year.” ■

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(Continued from P. 53)

launched an initiative called Social Media Day, a charitable event that raises money for a local cause while celebrating the positive impact of social media. The yearly event has raised over \$10,000 for area charities.

The company also has a heavy focus on nonprofit work. Since 2015, employees

have clocked over 764 hours of volunteer time, partnering with organizations like The Road Home, The Rotary Club, Ronald McDonald House, Porchlight, Girls on the Run and Second Harvest Food Bank.

“For a team that in 2015 was around 10 people, this was quite a commitment from our company to do good and make a difference with local charities and nonprofits,” says Ehlers.

The altruistic efforts and thoughtful attention to company culture has paid off for our community and for Evoke’s reputation: In 2016 Evoke was named the 4th Fastest Growing Company in Wisconsin, and the 24th Fastest Growing Marketing Agency in the U.S. by Inc. Magazine.

“Doing business differently at Ideas That Evoke is not just a nice-to-have feature. It’s actually our competitive edge. We know that today consumers are ‘buying’ or working with service companies that operate in an ethically and socially responsible way. This defines Ideas That Evoke among our competitors.”

For Ehlers, conscious capitalism isn’t just one way to go—it’s the only way, and the best way.

“I believe I’m one of the new generation of entrepreneurs that are driven to create value for my team and for my community. Stated another way, as an entrepreneur, I have discovered that making a profit doesn’t have to come at the expense of making a positive contribution to society. I’m motivated by ideas and by purpose more so than the almighty dollar. I feel if this is leading your mission, the rest will follow.” 🌸

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DRINKS

WINTER NUZZLE

'Tis the season to cozy up with hot cocoa—the more dressed up, the better!
For our favorite decadent recipe—with ganache in the mix, courtesy of Madison Chocolate Co.'s Megan Hile—visit BRAVAmagazine.com.

Fresh avocado gets reinvigorated on the palate from a generous dash of lemon zest.



Toasted sesame oil softens the earthy and nutty notes of rye bread at the bottom.

Sea salt unifies the layers into a tasty cornucopia—each flavor distinct, yet harmonious.

Thin radish slices add a flourish of color and texture.

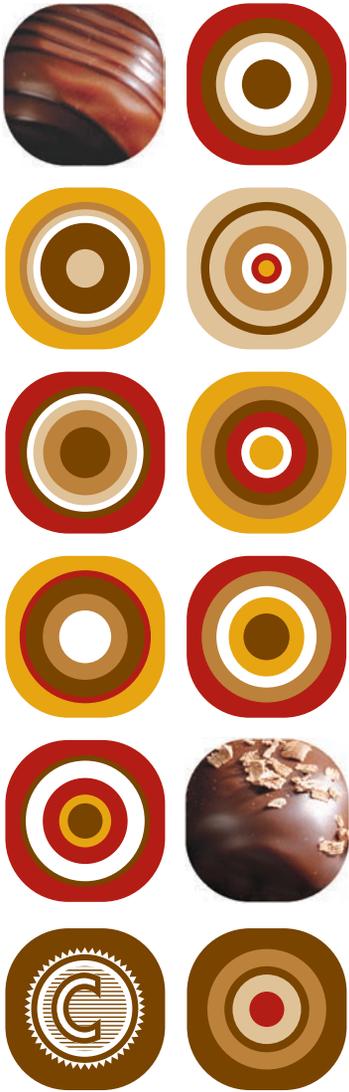
EATS

MORNING MOJO

BY RACHEL WERNER

BRUNCH HITS THE SPOT any day of the week at Porter. Tucked inside the revamped train depot off West Washington Avenue, the chic coffee shop's morning fixins are hearty, affordable and down right seductive to the eye. Breakfast sandwiches stacked high on brioche buns can be assembled to accommodate meat- or veggie-lovers—and the Liege Waffle's Belgian base is capped off Wisco-style with whipped maple butter. Also say yes to the avocado toast, above, an edible gem worth devouring in-house or on the go. portersmn.co 🌸





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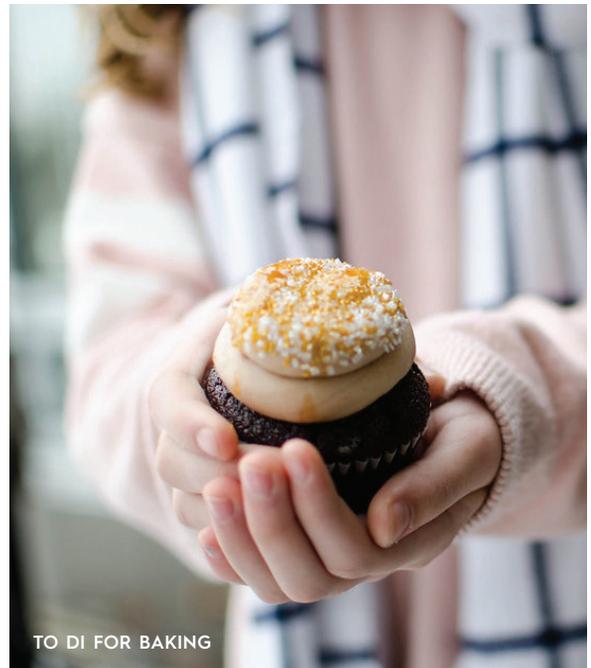
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CURTIS & CAKE

SUGAR BABES SWEETTOOTH MAVENS' DYNAMITE DESSERTS

BY RACHEL WERNER

AS HOLIDAY FESTIVITIES CROP UP on the calendar, a good place to start shopping for treats for a holiday meal or an informal office party is **To Di For Baking**. Founder Diana Matthews peddles her scrumptious goods mainly via her website and visually appetizing social media posts on Facebook and Instagram.

"My main focus is gourmet cupcakes. I offer full-size as well as minis. I also do small tiered cakes for events," Matthews explains. "My mind is always concocting new items, finding inspiration from cocktails, ice cream, candy bars, seasonal farmers markets

and gourmet desserts. I also have some wonderful gluten-free and vegan cupcake recipes." Matthews is a whiz at cranking out staples like chocolate and vanilla, but Peppermint Mocha and Gingerbread are her yuletide showstoppers, in addition to Hopeless Romantic—vanilla cake with raspberries and Nutella, Champagne icing, gold sugar and a tiny dark chocolate heart.

If you're looking to wow a crowd in one fell swoop then local Southern belle and baking enthusiast Monica O'Connell is the lady to ring. Since daily celebration is the **Curtis & Cake** owner's calling card

online and at pop-up venues around town, she specializes in small-batch cakes and confections for weddings, corporate and "everyday occasions."

"They are handmade and human-scale. Some of the best selling include dark chocolate stout, rum, and Southern icons like Red Velvet and Hummingbird," she says. "We also make macarons and other specialty cookies, deluxe marshmallows in unexpected flavors, plus Big Dippers—our upscale version of the classic moon pie." But O'Connell is frank about creating her treats flavor-forward. "Curtis & Cake is a

PHOTOGRAPHED BY SUNNY FRANTZ/TO DI FOR BAKING AND ERIC BAILLIES/MADISON CHOCOLATE COMPANY



MEGAN HILE



MONICA O'CONNELL



MADISON CHOCOLATE COMPANY

whole egg, full fat, butter, sugar, flour-loving shop. I focus on high quality though, not plate-sized sugar bombs. So you can enjoy without guilt!" she boasts.

Opting to satisfy loved ones' chocolate cravings is also a creative gifting route. And **Madison Chocolate Company** is the sweets depot for allergen-free indulgences. Creator Megan Hile's first brick and mortar store on lower Monroe Street is a jackpot for gluten-free salted and bourbon-spiked caramels, supersized, handcrafted Twix bars, brownies, coconut bark and pumpkin chocolate chip bread. Hile says, "The art of eating chocolate is not about stuffing it

in your face, but providing a moment for yourself and others to slow down, savor and chill."

Located a brisk winter stroll up the road, **Infusions Chocolates** is a chocolate aficionado's bulk order and gift basket go-to. Previously located at Hilldale Mall, the chocolatiers' expanded digs allowed co-owner Ann Culligan and creative director Alyssa Haskins to bring in complementary items like drinking chocolate mugs and Quince and Apple preserves. They also have revved up Little Addictions, a snack line just as meticulously crafted as their 30 infamous truffles—showcasing why they're

vets in the local chocolate scene by crafting onsite chocolate hazelnut spread, chocolate covered pralines, espresso beans and powdered almonds. "Our flavors run the gamut from traditional to exotic," Haskins says. "And our new space is a better fit for our brand today in that it reflects the elegance of our products now." A fine reason to devote more time to perusing—perhaps extending this sort of feast well into the New Year. 🌸

todiforbaking.com; curtisandcake.com; madisonchocolate.com; infusionchocolates.com.



WINTER ESCAPES ADVENTURES IN THE NORTH WOODS

BY BECCA BARTLING AND ELIZABETH GERING

WELCOME TO THE NORTH. Pull out a map and everyone has a different idea of where Wisconsin’s North Woods or “Up North” is.

We call Manitowish Waters and the surrounding area home. It is here, just a quick 3.5-hour drive north from Madison, where the four-lane highway becomes two and the land is dotted with quaint towns and log cabins, that the quintessential North Woods experience awaits you.

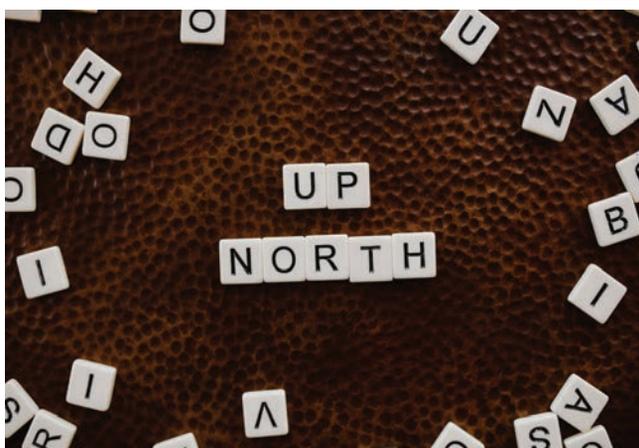
Winter is one of the North Woods’ best kept secrets. Frozen lakes and snow-covered pines create an enchanting landscape for adventures. Explore miles of groomed trails, cozy up in front of a fireplace, and enjoy the serenity without the summer crowds. We’ve designed a few weekend escapes that will create endless memories and those cozy cabin vibes you’ll be dreaming of come Monday morning. With stop lights and city life in the rearview mirror, come explore the magic of Northern Wisconsin this winter.

The Perfect Couples Getaway: Nestled beneath towering pines, near downtown Boulder Junction, are the log cabins of Big Bear Hideaway—the perfect place for a couples getaway. Start the day with breakfast at The Outdoorsman, a short walk

from your cabin door. Hit the trails together for a cross-country ski, snowshoe, or fat tire bike adventure at WinMan Trails in Winchester, with miles of groomed trails. Warm up with craft beer and wood fired pizza at Aqualand Ale House, then spend the afternoon relaxing by the fire with a book or browsing the shops in downtown Boulder Junction. End the evening with a romantic candlelit dinner at The Guide’s Inn—save room for their famous homemade ice cream.

With The Family: Pack up your family car with all things winter for a weekend of fun at Aberdeen Cabins in Manitowish Waters. Arrive on Friday night to skate under the lights at North Lakeland School’s outdoor ice rink, then head next door to Aberdeen Restaurant and Bar for a traditional Wisconsin Friday night fish fry. Spend the weekend outside—go sledding, have an old-fashioned snowball fight, or build a snow fort at the cabin. After the sun sets across the frozen lake, gather the family for a night of board games and a campfire—s’mores included. Check the community calendar for local events like a candlelit snowshoe, fat tire bike demo, or an ice fishing tournament.

Ladies Retreat: Where nostalgic vibes meet modern charm, The White House is a 1930s farmhouse nestled on 160 acres in Presque Isle and the perfect place to gather a group of old friends.



Start your day with a cup of coffee and a private yoga class, followed by a healthy breakfast around the family table. Snowshoe through evergreen forests at North Lakeland Trails as snowflakes fall from the sky. Wander through downtown Manitowish Waters for a bit of shopping and enjoy local favorites—the Sunday Bloody Mary bar at The Pea Patch, hand-stirred ice cream drinks at Little Bohemia Lodge, and a Fireball old fashioned cocktail at Aurora Borealis Restaurant.

A Solo Vacation to Relax: For a weekend to recharge, book a room with a fireplace at The Lodge at Manitowish Waters. Pamper yourself at The Spa at Manitowish Waters, located just around the corner. Enjoy the silence of the winter woods on a snowshoe at North Lakeland Discovery Center, and then cozy up at Dixie's Coffee House with a mug of coffee, a good book and the sweeping lake views. Listen to live piano music while you eat a dinner at the bar at Smokey's Supper Club, or sit by the fire with a glass of wine and dessert at Chippewa Retreat Resort.

Bring The Pups! If you prefer a vacation that includes the entire family (pups included!), check into There + Back Again Cabin in Presque Isle. With stunning lake views, cathedral ceilings, and plenty of space, here's the perfect spot to cozy up for the weekend. Grab breakfast at Aurora Borealis Restaurant on your

way to WinMan Trails to exercise the pups. Trails are groomed for skiing, snowshoeing, and fat tire biking so you could spend the whole day tiring out your favorite four-legged friend. Grab a pizza from Angler's Restaurant, or make a pot of chili to enjoy as you snuggle in for the night.

Gather A Group: The North Woods is the best place to disconnect from city life and reconnect with friends. Lakeside Lodge in Presque Isle allows up to 18 of your closest friends to have a winter weekend full of snow, campfires, group meals and fun. Stock up on food, drinks, and games to stay on the property or use the cabin as a home base for adventures across the North Woods. Ice fish on Presque Isle Lake; rent snowmobiles and ride to Bent's Camp for lunch; or downhill ski in Big Snow Country, located just 45 minutes north. ❄️

For rental cabins visit bigbearhideaway.com, northwoodsboomerentals.com, aberdeencabins.com and lodgemw.com. Rent skis, snowshoes or fat tire bikes through [Coontail Sports](http://CoontailSports.com) or [Chequamegon Adventure Company](http://ChequamegonAdventureCompany.com).

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DECEMBER

EVENTS



PERFORMING ARTS

Through Dec. 10 | TIMES VARY "IS HE DEAD?"

Faking his own death, Millet develops a masquerade that causes hilarious complications as he tries to secure his fortune and triumph. *Ronald F. Mitchell Theatre, Madison, theatre.wisc.edu.*

Through Dec. 10 | TIMES VARY "THE SPITFIRE GRILL"

Meet Percy, a feisty parolee, who follows her dreams to a small town in Northern Wisconsin, where she finds work at the Spitfire Grill. *Overture Center, Madison, fourseasonstheatre.com.*

Through Dec. 16 | TIMES VARY "THE TWILIGHT OF THE GOLDS"

The Gold family is forced to confront issues of bigotry, evolution and the limits of love when newly discovered technology shows Suzanne's baby will most likely be gay. *Bartell Theatre, StageQ, Madison, stageq.com.*

3 | 1 P.M. POLISH FILM FESTIVAL: "STARS"

A story of rivalry, friendship, and love between young people torn by passion and ambition. *Various Locations, Madison, union.wisc.edu.*

8-9 | TIMES VARY
"THE LITTLE MATCHSTICK GIRL"
Students from Central Midwest Ballet Academy will take you through the tale of the Little Matchstick Girl's Christmas Eve adventure. *Bartell Theatre, Madison, cmballet.org.*

9-23 | TIMES VARY
"A CHRISTMAS CAROL"
Take the journey with Scrooge from curmudgeonly miser to all-around good guy. *Overture Center, Madison, ctmtheater.org.*

9-26 | TIMES VARY
"THE NUTCRACKER"
Ring in the holiday season with Madison Ballet's timeless rendition of this classic tale filled with some of literature's most treasured characters. *Overture Center, Madison, madisonballet.org.*



16 | TIMES VARY "CRACKED: THE NUTCRACKER UNTOLD"

Move Out Loud Studio's holiday performance is shown through a contemporary lens, a variety of dance styles, and a musical score that moves beyond Tchaikovsky. *Overture Center, Madison, moveoutloud.com.*

ENTERTAINMENT

Through Dec. 3 | TIMES VARY
A MADISON SYMPHONY CHRISTMAS
This family-friendly celebration is a perfect way to start the holiday season—a beloved community tradition that will send your spirits soaring. *Overture Center, Madison, madisonsymphony.org.*

Through Dec. 31 | 5:30 P.M.
ZOO LIGHTS
Experience the magic of Christmas with a festive display of lights scattered throughout the Henry Vilas Zoo. *Henry Vilas Zoo, Madison, vilaszoo.org/zoolights.*

1-3 | TIMES VARY
CAROLING AT THE CAVE
Sing along with familiar holiday carols or merely enjoy the silence, resonance, reverberation and echo while performers from all over Southern Wisconsin unite their voices in a worthy cause. *Cave of the Mounds, Blue Mounds, caveofthemounds.com.*

7 | 8 P.M.
JOE PUG
Seamlessly updating the country-folk genre for modern audiences, Joe Pug's latest album *Windfall* finds the artist meeting emotional turmoil with optimism. *Wisconsin Union Theater, Madison, union.wisc.edu.*

8 | 7 P.M.
"MESSIAH"
This seminal holiday tradition of Handel's masterpiece, now in its eighth year at Blackhawk Church, is a must see for everyone. *Blackhawk Church, Madison, wisconsinchamberorchestra.org.*

15-30 | TIMES VARY
"HARRY POTTER AND THE PET ROCK"
Loaded with slapstick humor, corny jokes, and silly song parodies, this original twist on the beloved tales of the boy wizard will delight kids and adults alike. *Bartell Theatre, Madison, mercuryplayers theatre.com.*

FAMILY

1-9 | TIMES VARY
"THE LITTLE MATCH GIRL"
The Hans Christian Anderson story of old comes to life one snowy New Year's Eve as a young girl is selling matches in the cold. *Locations vary, Dane County, playtimeproductions.org.*

5 | TIMES VARY
"STUMPED! THEATRE FOR YOUNG AUDIENCES"
This original piece, created by students in the Theatre for Young Audiences class, explores the issues surrounding kids and texting in our technology filled world. *Edgewood College, Madison, edgewood.edu.*

7 | 4 P.M.
GET FESTIVE WITH AGORA
Ring in the season with free carriage rides, holiday music, a photo booth and more. Snack on complimentary appetizers and desserts while taking advantage of retailer discounts and prizes. *Agora Park, Fitchburg, agorafitchburg.com.*

9 | 10 A.M.

CIRCUITS, CARDS, AND CODE

Develop STEM skills in your child with Circuits, Cards, and Code winter card making activity. First through fifth grade students will create an LED light-up holiday card and a scratch adventure game with the guidance of technology professionals. *Dejope Hall, Madison. maydm.org.*

16 | 10 A.M.

FAMILY EVENT: PICTURES WITH SANTA

Hop the Downtown Holiday Trolley and head to DreamBank with the family for free hot cocoa, a holiday crafting workshop and photos with Santa! *Dream Bank, Madison. dreamfearlessly.com/dreambank/events.*

16 | 1 P.M.

KIDS IN THE ROTUNDA: "YID VICIOUS"

Join Madison's Klezmer mavens and their special guests for a multicultural celebration of Hanukkah and other winter celebrations around the globe. *Overture Center, Madison, overture.org.*

31 | 2 P.M.

MY FAMILY NEW YEAR'S EVE PARTY

The 2017 My Family New Year's Eve will be held at Monona Terrace, KEVA Sports Center, Madison Ice Arena and Hartmeyer Ice Arena. One ticket gets you into any and all locations. *Locations vary, Dane County. myfamilynye.com.*

SAVOR

11 | 5 P.M.

BITES & LIGHTS

The Holiday Light Show boasts an incredible 400,000 lights! The Dave Potter Trio fills the air with melody as you partake in delectable eats, decadent treats and the magic of the Holiday Lights. A fabulous silent auction will highlight the night and the Garden Gallery will be open for shopping. *Rotary Botanical Gardens, Janesville. rotarybotanicalgardens.org.*

1-3 | 5:30 P.M.

TUDOR HOLIDAY DINNER CONCERT

Experience the warmth, fellowship and history of the Wisconsin Union at the 84th annual Tudor Holiday Dinner Concert. A night of fine dining, old English pageantry and rich choral presentations by the Philharmonic Chorus of Madison await. *Memorial Union, Madison. union.wisc.edu.*

4-6 | TIMES VARY

BREAKFAST WITH SANTA

Enjoy a delicious, fluffy pancake breakfast with Santa at the American Legion that includes all-you-can-eat pancakes, French toast, scrambled eggs, sausage, milk, juice and coffee. The Stoughton High School Madrigal Singers also performs every hour, with event proceeds benefitting their music program. *American Legion, Stoughton. stoughtonwi.com/victorian.*

22 | 1 P.M.

COOKIE DECORATING EXTRAVAGANZA

Grab your baker's hat and prepare to get messy as you and your child deliver the dough in this sugar cookie decorating and sampling workshop. All the fun without the cleanup! *Dream Bank, Madison. dreamfearlessly.com/dreambank/events.*

JAUNT

11 | 6 P.M.

CANDLELIGHT STROLL THROUGH HUDSON

Festively decorated shops and bistros, in-shop special events, and restaurants showcase the best of holiday dining. *Various locations, downtown Hudson. discoverhudsonwi.com.*

2-17 | TIMES VARY

CHRISTMAS TRAIN RIDES ON THE EAST TROY RAILROAD

Weekends in December, take your family on a magical, heated ride from the East Troy depot to Santa's Workshop at the Elegant Farmer. Children can visit Santa, enjoy cookies and hot chocolate, plus take home a small gift. *East Troy Railroad Museum, East Troy. easttroyrr.org.*

9 | 5:45 P.M.

A CHRISTMAS CAROL AT LEWIS STATION WINERY

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Rock legends fighting epilepsy!



Grammy winners, hall of famers and rock legends are coming to Madison on December 8th to help in the fight against epilepsy and support families with special needs children. Butch Vig, Freedy Johnston, Dan Navarro, Cory Chisel, Syd Straw, Duke Erickson and more will rock the Barrymore stage and help raise money to find a cure and lend a hand. Performing as The Know-It-All Boyfriends, this rock and roll collective will play some of the greatest hits of the rock era. Don't miss this one of kind event with rock royalty.

**Joey's Song Benefit Concert
Friday, December 8, 2017, Door at 7 PM**



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www.joeyssong.org



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out! Watch an old time radio production of Charles Dickens' classic "A Christmas Carol," complete with live sound effects, singing and 1940s-style costumes. During the show, Chef Jason serves appetizers, entrees and desserts tapas style. *Lewis Station Winery, Lake Mills. lewisstationwinery.com.*

16 | 9 A.M.

BURLINGTON ICE FESTIVAL

Explore downtown Burlington and watch as a 300-pound block of ice becomes a masterpiece during a live sculpture carving. *Wehmhoff Square Park, Burlington. burlingtonchamber.org.*

THRIVE

2 | 9 A.M.

FAIR TRADE HOLIDAY FESTIVAL

Discover socially responsible and fashionable fair trade gifts at the 21st Annual Fair Trade Holiday Festival. Choose from thousands of fairly traded international products. *Monona Terrace, Madison. mononaterrace.com.*

8-9 | TIMES VARY

GOOD DAY MARKET

The creativity of 50 designers, artisans and merchants comes together under one roof during this biannual event. High-quality craftsmanship pervades every aisle of practical, Midwest-made goodies and a thoughtful mix of genres to make the shopping trip fun. *Madison Masonic Center, Madison. gooddaymarket.net*

14 | 6:15 P.M.

DREAM BIG: BAH HUMBUG! BEATING ADULTITIS AND LEARNING TO ENJOY THE WOO WITH JASON KOTECKI

It's the time of year for experiencing joy and creating memories with loved ones: but the busyness of the season can drive us batty! Jason Kotecki, co-founder of Escape Adulthood, sharing his anti-Adulthood message to help us learn to "enjoy the woo" by stressing less and filling life with more fun, happiness and curiosity. *Dream Bank, Madison. dreamfearlessly.com/dreambank/events.*

21 | 6:15 P.M.

DREAM BIG: MAGICAL WINTER LIGHTS WITH MARY HELEN CONROY

On the shortest day of the year, Mary Helen Conroy returns to DreamBank to celebrate the magical winter lights. Through music, poems and her own "I'm not done yet!" attitude, Conroy will share how we move from the darkness of one year into the light of the next. *Dream Bank, Madison. dreamfearlessly.com/dreambank/events.*



**FREE BIKES 4 KIDZ
FOUNDER ANDY QUANDT
REVELS IN BEING
"THE BICYCLE GUY"**

BY LEIGH MILLS
NBC 15 EVENING NEWS ANCHOR

"IT GIVES KIDS SOME SENSE OF OWNERSHIP AND SOMETHING TO BE PROUD OF. A LOT OF TIMES IT'S THE FIRST TIME THEY GET TO FEEL THAT WAY."

-Free Bikes 4 Kidz founder Andy Quandt

"THE BICYCLE GUY!" It's the friendly way Andy Quandt always answers his phone. Because cycling is now his life.

In the spring of 2016, Quandt started the BikeMobile, a mobile bike shop. And this year, he reopened Gib's Bike Shop in Lake Mills and started the Madison chapter of Free Bikes 4 Kidz.

"It's very important to me," Quandt says about his new volunteer efforts. "When I started the BikeMobile, and I wrote out my intentions, a big intention was to get involved in the community. My personal mantra became 'Bikes for everyone.'"

Free Bikes 4 Kidz started in the Minneapolis area 10 years ago. It's a three-pronged idea: donate, volunteer and give to kids in need. During the Madison chapter's pilot season in January, Quandt and his volunteers rehabbed and donated 390 bikes to the Dane County Boys & Girls Club.

"It gives kids some sense of ownership and something to be proud of," says Quandt. "A lot of times it's the first time they get to feel that way."

As the nonprofit starts its second collection season, Quandt is hoping to create a sustainable effort that happens every year.

Here's how it works. First, people in the community donate their used bikes at any of several locations.

The second step is a massive, two-month volunteer effort to rehab the bikes. They

bring the bikes to a warehouse and set up workstations. And they need volunteers to sign up.

"Everyone loves giving kids a bike, but really the rehab part is really fun," Quandt says. "You don't need to have any skills. There are positions for cleaners, preppers and volunteer mechanics. We hire some mechanics to then act as the quality check, because we want the bikes to be safe, operational and as new as possible. They're real, working bicycles."

Quandt says it costs about \$30 to process a bike through the system, so if you don't have a bike to donate but you'd like to participate, the program can always use financial contributions.

The third and final step is donating the refurbished bikes. Quandt's goal this year is to donate 1,000 bikes to kids in need.

"A bike becomes your first real ticket to freedom. It allows you to get outside of the neighborhood and go explore, especially in Madison with all of the bike paths," says Quandt. "You can be just about anywhere and get to a bike path safely and go discover a whole new part of the city. I hope it gives kids the confidence to try that." 🌟

Free Bikes 4 Kidz's next collection is Jan. 13 at any SSM Health Dean clinic in the Madison area. For more collection dates, to volunteer or sign up your organization as a bike recipient, go to fb4kmadison.org.

DECEMBER NONPROFIT EVENTS

**THROUGH DECEMBER | TIMES VARY
UNITED WAY HOLIDAY WISH LIST**

Find more than 70 local nonprofit agencies that need donations or volunteers on United Way of Dane County's Holiday Wish List. Help wrap gifts, deliver items to seniors, donate clothes, food, toys and more. Locations vary, unitedwaydane.org.

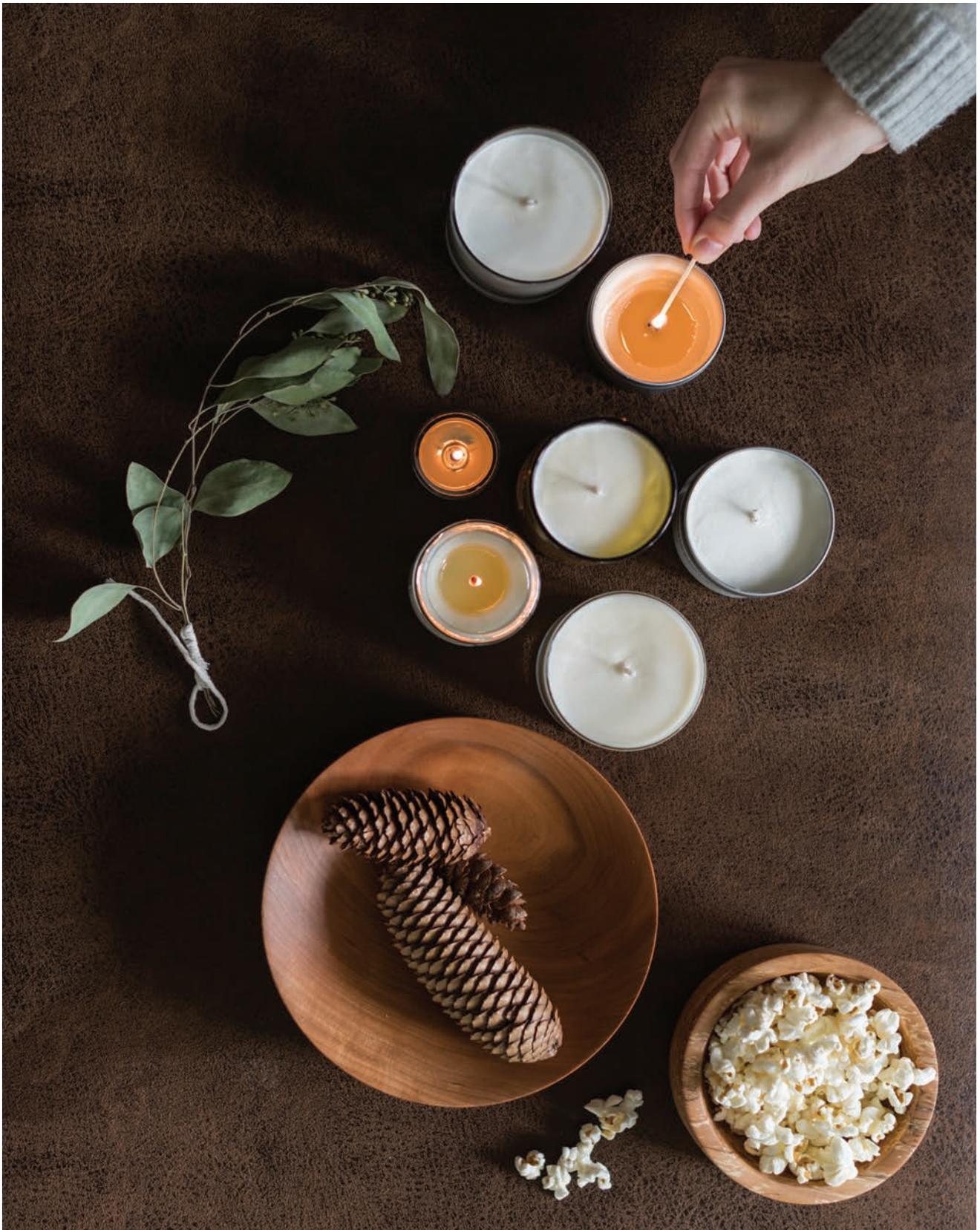
**11 | 4:30 P.M.
GUITARS FOR VETS FUNDRAISER**

Enjoy a night of lively music while supporting Guitars for Vets, a nonprofit organization that provides musical instruments and instruction to veterans. *High Noon Saloon, Madison. high-noon.com.*

**9 | 10:30 A.M.
JINGLE BELL RUN 5K**

Don your favorite holiday costume or ugly sweater with bells as you jingle past the competition to benefit the Arthritis Foundation. Run, walk, or jingle all the way to the finish line. *Verona Area High School, Verona. jbr.org/madison.*

PHOTO COURTESY HEDI LAMARR PHOTOGRAPHY



SET THE SCENE | 'Tis the season to welcome family and friends around the warm glow of candles, fiery hearths and soul-filling food. Be festive in the moment, and just be, together. *Read more about the Danish art of hygge on P. 38. To help create the mood: Wood bowls by Martha Downs, prices vary, downsworks.com. Candles, prices vary, Century House, Hatch Art House and Hazel General Store.*

STYLED AND PHOTOGRAPHED BY SUNNY FRANTZ

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Should I follow my head, or my heart?

If you're conflicted about investing more now that the economy is strong, you're not alone. 86% of investors surveyed for UBS Investor Watch* say the crisis still affects how they think about money. How can you overcome this inner struggle? 98% of investors tell us a comprehensive financial plan is the key to confidence in any market. Your UBS Financial Advisor can help.

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*The Conflicted Investor, 1Q2016

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