

# BRAVA

women + style + substance

## Make a STATEMENT

- > BOLD FALL FASHION
- > NONTRADITIONAL CAREERS
- > CHOOSING JOY

OCTOBER 2017 \$3.95  
BRAVAMAGAZINE.COM



# Beautiful

MADE AFFORDABLE  
FLOORING COUNTERTOPS CABINETS



**COYLE**  **CARPET ONE** FLOOR & HOME

250 West Beltline Hwy. • Madison  
(608) 257-0291 • [coylecarpet.com](http://coylecarpet.com)

*Celebrating 72 years of service to the Madison Community.*

FREE EVENT AT DREAMBANK

"Potential abounds.  
What's standing between  
you and your dreams?"



Michelle Hanke

## THE ART & SCIENCE OF **Meaningful Friendships** with Michelle Hanke

**Thursday, October 26, 6:15-7:30 pm**

While we cherish the idea of friendships, it turns out that many of us are often challenged when it comes to creating and maintaining meaningful connections. What defines a meaningful friendship? How does sparking and creating new friendships change as we age? What can you do to create more satisfying friendships? Join Certified Professional Coach Michelle Hanke on her journey into the heart of friendship — including the results of her own four-month qualitative research study, The Friendship Experiment. **Get ready to define, design and develop the friendships you've always been dreaming of.**



FREE EVENTS | IN THE HEART OF MADISON | OPEN TO ALL | RSVP BY VISITING: [amfam.com/dreambank](https://amfam.com/dreambank)

Mon – Thur: 9 am – 8 pm | Fri: 9 am – 6 pm | Sat: 9 am – 4 pm | Sun: 11 am – 3 pm  
One North Pinckney Street | Madison, WI 53703 | 608.286.3150 | [amfam.com/dreambank](https://amfam.com/dreambank)



# SMOOTH.

SAY GOODBYE TO UNWANTED HAIR, STUBBLE, AND RAZOR BURN AND HELLO TO SMOOTH, SILKY SKIN WITH HIGH SPEED LASER HAIR REMOVAL.

PROVEN TO REDUCE UP TO 95% OF HAIR GROWTH  
AFTER JUST THREE TO SIX TREATMENTS!

**KEY BENEFITS:**

PRECISE | PERMANENT | SAVES MONEY | CAN BE DONE ANYWHERE | EASY



*follow us*



@CARBONWORLDHEALTH



@CWHSpa

608.709.8089 | WWW.CARBONWORLDHEALTH.COM




## With you every step of the journey.

Any parent will tell you that every pregnancy is different and each baby is unique. At SSM Health St. Mary's Hospital - Madison, we provide personal support throughout the journey. We offer classes, connections and the specialists you'll need along the way.

Visit [stmarysmadison.com/birthsuites](http://stmarysmadison.com/birthsuites) to take a virtual tour and start your personal birth plan.

### St. Mary's Family Birth Suites





*I'm  
ready*

## To feel confident

Don't let a lack of bladder control hold you back from living an active lifestyle.

Our team of urogynecologists in Female Pelvic Medicine & Reconstructive Surgery at SSM Health Dean Medical Group are experts in both surgical and non-surgical techniques to relieve difficulties in the pelvic region. They'll leave you feeling relaxed, confident and ready to fully enjoy life. For an appointment, call **608-294-6238** today.



**SSM**Health®

[deancare.com/imready](http://deancare.com/imready)

# CONTENTS

PHOTOGRAPHED BY JEN DEDERICH (TOP), APRIL ZELENKA (BOTTOM LEFT)



54



62



45

45

## CULTIVATE JOY

Live lighter—our experts tell you how!

54

## DARING TO BE DIFFERENT

Women taking nontraditional career paths—and being happier for it

62

## MAKE A STATEMENT

Go bold with fall fashion and styles that stand out.

# CONTENTS



## CONNECT

### Engage | 13

The latest news, hot events, discussions and special BRAVA promotions you can't live without.

### Happenings | 16

See who you know in photos from the DAIS Luncheon and BRAVA Night Out Hilldale event

### Perspective | 18

BRAVA's October THRIVE Luncheon speaker Gail Ford lives a life steeped in resilience.

### In Her Shoes | 21

Colleen Hayes—altruist and cancer warrior

### On Her Bookshelf | 23

What Jen Rudis, founder of Jenerate Wellness, is reading

## THRIVE

### Kitchen

#### Makeover | 27

Infuse new style, and a bit of serenity, too.

#### Wellbeing | 28

Prevention is the best remedy, cancer factors

#### Shop Talk | 34

Yahara Bay Distillery's welcoming new space

#### Dwell | 38

Kitchen counters, pulls and basement remodeling ideas

## GO+DO

### Raise a Glass | 77

Fall and vino—they go together.

### Eats + Drinks | 78

The tale of two area wineries.

### Entrée | 81

Noodled to perfection: RP's Pasta

### Jaunt | 82

Where purple reigns: Devil's Lake Lavender brings the French countryside to the heart of Wisconsin.

### Spotlight | 90

October's don't-miss arts and entertainment events

### Catalyst | 95

The PATCH Program: Partnering teens and caregivers to give voice to better health.

## IN EVERY ISSUE

### Relate | 10

### Contributors | 12

### Linger | 96

## SPECIAL ADVERTISING

**Automotive Sales + Service Professional Profiles | 35**

**Designer Showcase Professional Profiles | 41**

**Sponsored Content: Memory Care | 68**

**Dining Guide | 80**

**Fall + Winter Travel Guide | 83**

SSM Health Recognizes

# Breast Cancer Awareness Month



## Have You Had Your Mammogram?



[deancare.com/breastcare](https://deancare.com/breastcare)

# MADISON SYMPHONY ORCHESTRA

John DeMain | Music Director



## from the New World october 20, 21, 22

John DeMain,  
Conductor

Olga Kern, *Piano*

*exclusive sponsor:*  
Pleasant T. Rowland  
Foundation

The iconic symphony is matched with Olga Kern's refreshing take on an acclaimed American classic.

Ravel | *Mother Goose Suite*

Barber | *Piano Concerto*

Dvořák | *Symphony No. 9, From the New World*

### buy tickets now!

MADISONSYMPHONY.ORG,  
the Overture Center Box Office,  
or (608) 258-4141.

## Ken Cowan & Lisa Shihoten

october 23 | Overture Hall | 7:30 p.m.

Brilliant Canadian Organist Ken Cowan and Violinist Lisa Shihoten make their Overture Hall debut with a virtuosic program of music for organ and violin.

Berlioz | Saint-Saëns | Korngold | Mendelssohn

sponsored by: Gerald and Shirley Spade



# BRAVA

MAGAZINE



**PUBLISHER**  
BARBARA KRAUSE  
bak@ntmediagroup.com



**EDITOR-IN-CHIEF**  
KATE BAST  
kate@bravaenterprises.com



**DIRECTOR OF MARKETING & EVENTS**  
KRIS FOUST  
kris@bravaenterprises.com



**MANAGING EDITOR**  
MARNI MCENTEE  
marni@bravaenterprises.com



**ASSISTANT EDITOR**  
RACHEL WERNER  
rachel@bravaenterprises.com



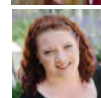
**ART DIRECTOR**  
APRIL ZELENKA  
april@bravaenterprises.com



**GRAPHIC DESIGN**  
ASHLEY DUCHEMIN  
and@ntmediagroup.com



**GRAPHIC DESIGN**  
JERRIANN MULLEN  
jem@ntmediagroup.com



**MARKETING & EVENTS MANAGER**  
MEGAN GLAESER  
megan@bravaenterprises.com



**ADVERTISING COORDINATOR**  
JULIE SCHILLER  
ads@ntmediagroup.com



**BUSINESS DEVELOPMENT**  
LEE ACKER  
lee@bravaenterprises.com



**BUSINESS DEVELOPMENT**  
JENNIFER ROSEN-HEINZ  
jennifer@bravaenterprises.com



**BUSINESS DEVELOPMENT**  
JODY WISZ  
jody@ntmediagroup.com

#### INTERNS

**EDITORIAL:** RAE SANDERS  
**MARKETING & EVENTS:** TAYLOR BUSCHKE

BRAVA Magazine is a publication of Nei-Turner Media Group, Inc. Gary E. Nei, Chairman; William Turner, President; Barbara Krause, Publisher. 951 Kimball Lane, Suite 104, Verona, WI, (608) 848-6700.

#### SUBSCRIBE AT BRAVAMAGAZINE.COM

Subscription Information: (877) 811-2639 or  
brava@pubdmgroup.com.

BRAVA (ISSN 1934-4317) October 2017, Volume 18, Number 10, Periodicals postage paid at 3902 Milwaukee St., Madison WI 53714 and additional offices. Subscriptions are \$14/year. Postmaster send address changes to BRAVA Magazine, P.O. Box 343, Oregon, IL 61061-0343. This issue or any part thereof may not be reproduced in any form without written permission from the publisher. All rights reserved. ©2017.



NEI-TURNER MEDIA GROUP

YOU ARE INVITED TO

# Wine and Design

BRAVA Night Out at the NEW

**Steinhafels** Madison East Superstore

This is your chance to get a behind the scenes look at Steinhafels' Decorating Solutions Interior Design Program in a relaxed, fun setting!

- ENJOY COMPLIMENTARY WINE AND HORS D'OEUVRES!
- VISIT OUR VARIOUS "DESIGN STATIONS" TO LEARN TIPS YOU CAN TAKE BACK TO YOUR OWN HOME!
- PLUS, LIVE MUSIC!

ENTER FOR A CHANCE TO WIN A  
**DECORATING SOLUTIONS**  
INTERIOR DESIGN PACKAGE!  
(\$429.99 VALUE)

OCT  
12TH  
5:30-8PM



Please RSVP on our  
Steinhafels Facebook page at  
[bit.ly/SteinhafelsBNO2017](http://bit.ly/SteinhafelsBNO2017)

**BRAVA**  
NIGHT OUT



## MAKING STATEMENTS

**WE LOVE IT WHEN WOMEN GO BOLD,** live their dreams and stand out from the crowd—in any aspect of their lives, but especially in ways that fuel happiness and overall wellbeing, two themes that run through this issue.

This month we look to statement-making women like carpenter Sandy Thistle, firefighter Jen Roman and police officer Alex Nieves Reyes. In the feature story “Daring to Be Different” by BRAVA Managing Editor Marni McEntee, we learn that each chose a road less taken by most women—and they’re happier for it. They are fulfilled by their successful non-traditional careers, having surmounted bias, odds or social expectations that appeared against them, even when their talent and gusto were so apparent. Today each makes an impact on their fields and in Madison—examples they hope lay the framework for future generations of women to see possibility and themselves in the careers they each love.

We also catch up with Gail Ford, this month’s featured BRAVA THRIVE Luncheon speaker, who knows about the power of resilience. In “PERSPECTIVE,” Ford shares the story of her life, the situations and struggles she overcame. Her message is about rising up and believing our struggles can propel, not hinder, us. At the BRAVA THRIVE Luncheon, she’ll teach us how to leverage life’s lemons toward our best selves and destinies. That

is a discussion you won’t want to miss!

Our ability to be resilient is important to our overall wellbeing; it can be a path back to joy. In feature story “Cultivate Joy,” writers Hywania Thompson and Emily Leas consulted with area experts on how we can increase our contentment through our actions, intentions and self-care—tips, mindsets and a bliss we can all boldly embrace.

Speaking of bold, we also like stand-out-from-the-crowd when it comes fashion. BRAVA’s fashionista and stylist Shanna Wolf has curated some fantastic fall ensembles with a bit of spark—and they’re rocked by fabulous Madison-area women, Vintage Brewing Co-Owner Brittany Kraemer and hairstylist and artist Holly Meyers. BRAVA’s art director, April Zelenka—as talented a photographer as she is a designer—captured it all. Check it out in the “Make a Statement” fashion-feature.

So, try it on for size. See how this month’s issue and ideas fit. Think of them as tools you can use to make your own powerful statements. And yes, they look good on you.

*Kate*

Kate Bast  
Editor-in-Chief

### ON THE COVER

Holly Meyers models fall fashion for BRAVA on location at the new AC Hotel. Styled by Shanna Wolf. Photographed by April Zelenka.



### WHAT'S ON THE CALENDAR?

So many things! See P. 14 and P. 24 for the full BRAVA calendar—galas, workshops, expos, gals’ nights out, conferences and more! For details: [BRAVAmagazine.com](http://BRAVAmagazine.com).



# SPECIAL PLACES

## DESERVE GREAT SPACES



2015 - Center for Families  
2016 - The Rainbow Project  
2017 - Centro Hispano

During the month of October, FLOOR360's Design for a Difference-Madison initiative will provide a free makeover to Centro Hispano. The intensive process includes designer project management, demolition, construction, materials delivery, labor coordination, and installation. The result will be a drastic design overhaul of this local agency that serves 2,500 Madison families each year. **To see video progress updates and before and after photos, visit [floor360.com/d4ad](http://floor360.com/d4ad). FLOOR360. Design is Our Difference.**

FLOOR360 

5117 VERONA RD | 608.274.2500 | [FLOOR360.COM](http://FLOOR360.COM)

## CONTRIBUTORS

### OTHER CONTRIBUTORS

**WRITERS** | Julie Andrews, Lisa Bauer, Laura Bird, Kyla Charles, Candice Wagener

**PHOTOGRAPHERS** | Kaia Calhoun, Sunny Frantz, Hillary Schave, Shanna Wolf



**SHELBY DEERING** | "STILL I RISE," P. 18 AND "PURPLE REIGN," P. 82

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. With a focus on profiles, home decor, shopping and travel, Shelby enjoys experiencing all that Madison has to offer, with her husband and corgi Ginger, at her side.



**JEN DEDERICH** | PHOTOS THROUGHOUT

Jen is a wedding and portrait photographer who adores living in Madison, but loves traveling and coming home to Madison even more! Getting to combine her love of travel and capturing memories with her camera is her dream job. When she's not behind the camera, she's running, listening to live music outside and spending time with her horse.



**AMY CARLSON** | "COMMUNICATING FOR HEALTH," P. 95

Amy is the weekend weather anchor at NBC 15. She is an admitted fan of forecasting and the challenges that come with Wisconsin weather. A constant at NBC since 1988, Amy enjoys meeting many different people throughout the community. Married, she's also a mother of two who covets her family time.



**HYWANIA THOMPSON** | "CULTIVATE JOY," 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.



**EMILY LEAS** | "CULTIVATE JOY," P. 45

Emily relishes the deep dive into a story, and has been a freelance writer for close to 15 years starting in Michigan, then Montana and now Madison for the last eight years. She also loves seeing new places with her husband, roaming the dog park with her puppy, Duncan and paddleboarding.

The law firm of von Briesen & Roper, s.c. cares passionately about our profession, our clients, and our community. Committed to unparalleled service, recognized expertise, and excellence, we are invested in the success of our communities. Every year we support organizations that make a positive impact on the places we live. We are proud to support Safe Harbor Child Advocacy Center.

Because we believe it is important to give back, we want to take a moment to let you know about this great organization in our community.

**vonBriesen**

von Briesen & Roper, s.c. | Attorneys at Law

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

10 East Doty Street, Suite 900  
Madison, WI 53703

## SAFE HARBOR'S RENT EVENT

THURSDAY, NOVEMBER 16  
5:30 – 8:00 PM  
UNION SOUTH

Join us for light dining, music, a silent auction  
& HELP US PAY OUR RENT.

TICKETS \$50      TABLE SPONSORSHIPS \$1,000

VISIT OUR WEBSITE OR CONTACT US FOR MORE INFORMATION  
[WWW.SAFEHARBORHELPSKIDS.ORG](http://WWW.SAFEHARBORHELPSKIDS.ORG)  
608.661.9787

**Safe Harbor**  
CHILD ADVOCACY CENTER

# CONNECT



PHOTO COURTESY DANE ARTS

**COLLECTIVE APPEAL** | Enjoy an evening of artistic merriment at the 2017 Dane Arts/Buy Local Night Market. The annual event curated by Dane Arts provides painters, sculptors, photographers and printmakers a venue to directly connect with patrons and show off their talent to the city at large. This year's event features dozens of local artists, including Jenie Gao, Christy Grace, Helen Klebesadel and Barbara Westfall. Come ready to shop, mingle and embrace Madison's thriving arts scene. Oct. 12. US Bank, Downtown Madison. [dabl2017.splashthat.com](http://dabl2017.splashthat.com).

## OUT + ABOUT

## BRAVA-SPONSORED EVENTS

**OCT. 12 | BRAVA NIGHT OUT WITH STEINHAFELS**

Wine and Design: This is your chance for a fun behind-the-scenes peek at Steinhafels Decorating Solutions Interior Design Program at the new East Side location. Enjoy wine, hors d'oeuvres, live music and design stations for ideas to take home. Plus, you can enter to win a decorating solutions interior design package. 5:30-8 P.M. *Steinhafels Madison East Superstore, Madison. RSVP on Facebook: bit.ly/SteinhafelsBNO2017.*

**OCT. 13 | LIGHTS, CAMERA, TAKE ACTION! GALA FOR GIGI'S PLAYHOUSE**

Walk the red carpet to support GiGi's Playhouse and enjoy a glamorous evening of cocktails, dinner, silent and live auctions and entertainment. This fundraising event offers critical support for the free programming GiGi's Playhouse offers to individuals with Down Syndrome and their families to reach their highest potential. 6:30 P.M. *Sheraton Hotel, Madison. Tickets: gigisplayhouse.org.*

**OCT. 20 | SPARKLE OF HOPE GALA FOR UW FOUNDATION**

It's an evening of inspiration, fun and sparkle with a focus on gynecological cancer research funding. Learn how cancer research, effective screening, prevention and improved treatment can make a difference in the lives of all women. Enjoy dinner, silent and live auctions and a program featuring stories of patients and caregivers. 5:30 P.M. *Monona Terrace, Madison. Tickets: obgyn.wisc.edu/events.*

**OCT. 27 | WONDER BALL GALA FOR MADISON CHILDREN'S MUSEUM**

Come for an eerie, enchanted and elegant black tie costume evening at one of Madison's premier galas. Enjoy devilish delicacies, perilous potions, auction, raffle, live music and Cycropia Aerial Dance. Wonder Ball raises funds to ensure Madison Children's Museum's commitment to provide all children the opportunity to create, imagine and learn through the power of play. 7-11 P.M. *Madison Children's Museum, Madison. Tickets: madisonchildrensmuseum.com.*

**OCT. 28 | BUTTERFLY GALA FOR AGRACE HOSPICE CARE**

At this elegant and unforgettable evening of gourmet dining, bid on one-of-a-kind auction items and enter the raffle, featuring a unique prize from William Thomas Jewelers. Funds raised help make it possible for every person in our community who needs compassionate care to receive Agrace's essential services—even if they lack insurance coverage. 5 P.M. *The Edgewater, Madison. Tickets: agrace.org.*

**NOV. 13 | WOMEN'S ENTREPRENEURSHIP DAY WISCONSIN**

The day is part of a global movement to inspire women to be change agents and lift up girls living in poverty through economic and social good initiatives around the world. The daylong Madison conference celebrates that mission. Attend, and you'll grow your network, learn how to get your ideas funded, find new approaches and knowledge and gain tools to achieve your business and leadership goals. 8 A.M.-5 P.M. *Monona Terrace, Madison. Tickets: wedwisconsin.org.*

## SAVE THE DATE

## BRAVA EVENTS

**Oct. 19 | BRAVA THRIVE LUNCHEON****THE POWER OF RESILIENCE WITH GAIL FORD**

Hard times aren't meant to derail us from our destiny, but rather to propel us toward it. In this power hour, motivational speaker Gail Ford shares her unconventional path through turbulent times, and reveals simple steps to help you move forward resiliently to actualize your dreams. *Register: 11 A.M. Lunch: 11:45 A.M. Sheraton Madison Hotel, Madison. Tickets: BRAVAmagazine.com.*

**Nov. 8 | BRAVA THRIVE CAREER WORKSHOP****BECOMING THOUGHTFULLY FIT: LEADING WITHIN YOUR RELATIONSHIPS WITH DARCY LUOMA**

Do you want more meaningful relationships, better connections, and less conflict in your personal and professional life? In this workshop, life coach Darcy Luoma teaches us the skills we need to lead relationships in a Thoughtfully Fit, mindful manner. You'll identify your "unfit" habits and patterns, and work to create new habits, and actions and reactions to every situation. 8 A.M.-11:45 A.M. *Madison Museum of Contemporary Art, Madison. Tickets: BRAVAmagazine.com.*

**NOV. 18-19 | MADISON WOMEN'S EXPO****BRAVA MAGAZINE'S ULTIMATE GIRLS' WEEKEND EVENT!**

Don't miss a fabulous weekend with your gal pals at this signature women's experience. Engage with dynamic presenters. Explore and shop hundreds of exhibitors and pop-up boutiques focused on all that's relevant to women's lives. Experience fitness classes, creative projects, expert advice on beauty, fashion, wellness, home—and more. 10 A.M.-4 P.M. *daily. Alliant Energy Center, Madison. Discounted tickets: madisonwomensexpo.com.*

**JAN. 19-20, 2018 | WELL EXPO****HEALTHY LIVING IN MADISON PRESENTED BY BRAVA MAGAZINE**

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

# A LANDMARK YEAR

At American Family Insurance, our mission is to inspire, protect, and restore dreams – and it wouldn't be possible without the support of customers like you. Thank you to our policy holders for allowing us to do the work we love, every single day, for the past 90 years.

To learn more about how we're protecting dreams – and dreamers like you – [visit amfam.com](http://amfam.com).





## DAIS CELEBRATE INDEPENDENCE LUNCHEON

### JUNE 20 | MONONA TERRACE

More than 700 community advocates, partners and supporters raised a total of \$116,000 for Domestic Abuse Intervention Services (DAIS). This year's event included an opening poem by Sabrina Madison, staff reflections and video clips that highlighted the nonprofit's 40 years of providing shelter and support services to victims of domestic violence in Dane County.



## BRAVA NIGHT OUT

### AUGUST 16 | HILDALE SHOPPING CENTER

More than 150 women dashed through a summer downpour to enjoy the August BRAVA Night Out at Hilldale. One-hundred percent of ticket donations benefited UW Carbone Cancer Center. Attendees nibbled on appetizers from Metcalfe's, sipped sparkling wine at Cornblossoms, watched cooking demos at Sur la Table and got crafty at Kate Spade while shopping the night away at numerous other participating vendors.

**BRAVA**  
thrive career



**JOIN BRAVA FOR THIS ACTION-ORIENTED  
PROFESSIONAL DEVELOPMENT WORKSHOP SERIES**



**NOVEMBER 8, 2017**

**BECOMING THOUGHTFULLY FIT™:  
LEADING WITHIN YOUR  
RELATIONSHIPS**

with *DARCY LUOMA*

Looking for more meaningful relationships, better connections and less conflict? Learn skills to lead your relationships in a Thoughtfully Fit™ manner, build stronger connections, create harmony and react effectively. Identify "unfit" habits and patterns, work to create new habits to help control your actions and reactions to every situation.

*Darcy Luoma, certified professional life coach, dynamic facilitator, fun and engaging public speaker, has expertise in leadership, team and organizational development, emotional intelligence and personal effectiveness. Long known as Madison's Favorite Life Coach, Darcy helps clients achieve remarkable results, including greater work/life balance, satisfaction, a clearer vision for personal and professional growth and enhanced leadership.*

**Registration & Networking | 8-8:45 am**

**Workshop | 8:45-11:45 am**

**Madison Museum of Contemporary Art | \$59 per Workshop**

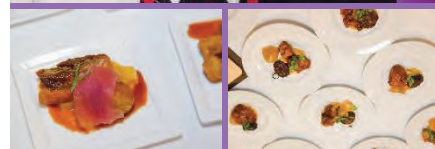
**SPONSORS**



**BRAVAMAGAZINE.COM FOR DETAILS + REGISTRATION**

Signature *Chefs* Auction

The Edgewater  
November 9, 2017 – 5:30 pm



**An Evening of Culinary  
Excellence**

Savor an evening of creative local cuisine and fine spirits. Enjoy sheer excitement while bidding on unique packages. And, raise your paddle high to give every baby a fighting chance.

Born just before the event in 2016, the Heide family of Liliana's Restaurant will share the circumstances of their son John's early arrival.

Tickets available at:  
[signaturechefs.org/madison](http://signaturechefs.org/madison)

march  of dimes™  
A FIGHTING CHANCE FOR EVERY BABY

Presented by



**STILL I RISE****GAIL FORD LIVES A LIFE  
STEEPED IN RESILIENCE.**

BY SHELBY DEERING

**AN OBSTACLE. A ROADBLOCK.**

Then another one. And another one. There are times in our lives when it seems as if all we face are barriers and hurdles. It can be exhausting, especially if our eyes are on a goal. That's where resilience comes in, a subject that Gail Ford knows all too well.

As the assistant director of UW-Madison's Pre-college Enrichment Opportunity Program for Learning Excellence, or PEOPLE, and the October speaker in BRAVA's THRIVE Luncheon series, Ford has a knack for defying the odds. "We all have a story," she says.

Born in Detroit, Ford was raised by three sets of caregivers—her biological parents, the foster care system and her grandmother. "My parents were victims of the crack epidemic hitting the inner cities in the '80s," she says. She had 11 siblings, her "besties" as she calls them. "My childhood was very unstable, but no matter where I laid my head at night, I also tried to find the silver lining."

Ford says one silver lining was her grandmother, who raised her with tough love and high expectations.

"She would always ask me, 'What's your name?' when I would find myself having a pity party and giving up. I didn't understand what she meant by that until I was an adult. She was reminding me that I am my own person, not my mom, dad, friends or circumstances. I choose what I want my life to be and I have my own identity."

Ford found her bootstraps and paved her own path to college, ultimately earning a master's degree. Today she spends her days paving paths for other college hopefuls through her work at PEOPLE, a scholarship program that prepares first-generation and low-income students for college. It's currently 1,000 strong, and Ford recently led its first-ever evaluation and restructuring, assessing strengths and challenges.





GREENWAY  
• STATION •

**for everything you love  
{to savor the fall harvest}**

Bath & Body Works | Biaggi's Ristorante Italiano | Cafe Zupas | Chico's | Christopher & Banks | Cold Stone Creamery | DSW | Endurance House  
Francesca's | Freska Mediterranean Grill | Fuddruckers | Fuji Sushi & Hibachi | Glimpse LASH | Guitar Center | Happy Nails & Spa | HomeGoods  
Ideal Image | J.Jill | Jersey Mike's Subs | Johnny's Italian Steakhouse | Jos. A. Bank | Light Rx | LOFT | Marshalls | Maurices | Michaels  
Noodles & Company | Orvis | Pendleton | Sally Beauty | Soft Surroundings | Tanner's Bar & Grill | Tuesday Morning | World Market

Middleton, WI | [greenwayshopping.com](http://greenwayshopping.com) |





**TAKE TIME TO LEARN, CONNECT AND GROW THROUGH  
THIS DYNAMIC LUNCHEON SERIES**



**OCTOBER 19, 2017**

**THE POWER OF RESILIENCE**

with *GAIL FORD*

When life gives you lemons, how quickly do you turn them into lemonade? Do you want to harness the power of resilience to shorten the gap between tragedies to triumphs? In this power hour, Gail will share her unconventional path through turbulent times, and reveal simple steps to help you move forward.

*Gail Ford was born and raised in Detroit one of eleven siblings. Her non-traditional upbringing with limited resources pushed her to claim her power—or become a victim of her circumstances. As a motivational speaker, Ford has addressed audiences across the country, using her personal story to provide inspiration, motivation and guidance toward a better life.*

**Registration & Networking | 11-11:45 am**  
**Luncheon | 11:45 am-1 pm**  
**Sheraton Madison Hotel | \$35 per Luncheon**

**SPONSORS**



**BRAVAMAGAZINE.COM FOR DETAILS + REGISTRATION**

“I am a college graduate because of the exposure I had through a pre-college program. I know the power of what programs like PEOPLE do to disrupt generational poverty with education.”

She’s also impacting lives through her husband Michael’s passion project, Hip Hop Architecture Camps. She spent her summer volunteering at the camps.

Ford says, “My husband, also known as ‘The Hip Hop Architect,’ started doing these camps to expose girls and youth of color to the field of architecture. Less than 3 percent of architects are people of color, and women make up less than 1 percent of the profession.”

Her husband’s nonprofit, The Urban Arts Collective, and his partners at Autodesk, a software company, hosted camps across the country in Detroit, Austin, Texas, Boston and Los Angeles, which was filmed by the TODAY show.

Ford and her husband are grateful to spend time with the children. Their only son was stillborn at full-term, two days after her due date.

“We both find comfort in working with kids. We pour ourselves into providing opportunities for the youth in our communities, just as we would have sought these same opportunities for our own son.”

In addition to her work as an agent of change, Ford gives motivational speeches to a variety of audiences. Her THRIVE Luncheon topic this month focuses on developing resilience in our lives. Her own life is a moving example.

“Resilience isn’t something you learn in a book,” she says. “You can read about it and admire it from afar, but to really practice resilience, you have to take risks and do lots of self-reflection. When faced with a challenge, you have to stop and ask yourself, ‘Why is this showing up in my life? What am I supposed to learn from this challenge? What opportunity lies within this chaos?’ When I started to shift my mindset to this type of thinking, I began to really tap into the power of resilience.”

Her colleague Patrick Sims, chief diversity officer and vice provost of UW-Madison’s Division of Diversity, Equity and Educational Achievement, says Ford’s experiences and achievements are a testament to her ability to crest challenges.

Sims says, “Gail’s story is a story marked by acts of courageous resilience. Despite long odds and tough obstacles, she never gave up her dream of graduating from college. That experience fires Gail’s passion.” 🌸



## COLLEEN HAYES ALTRUIST AND CANCER WARRIOR

BY CANDICE WAGENER

**IN 2017, MORE THAN 250,000** women are expected to hear the words “you have breast cancer” for the first time. For many, this diagnosis will be followed by a whirlwind of emotions including fear, anger and sadness. Most would be hard-pressed to find a positive spin in this situation, but Colleen Hayes, who was diagnosed this past spring, regularly thinks about how lucky she is.

In an email for coworkers, that also became a Facebook post for friends, Hayes followed up her cancer reveal with “Ain’t that a bitch?!!!!!! It sure is. But you know what is not a bitch? Having health insurance, and access to some of the best health care around.”

Hayes is something of a local celebrity. Between her full-time position as dual coordinator for the Schools of Hope and after-school program at Whitehorse Middle School, a side job bartending at Genna’s, and board positions at both the Marquette Neighborhood Association and the Wil-Mar Center, she’s been all around the community, giving back in any way she can.

“She’s always doing something. She’s always out and about,” says Hayes’ longtime friend and colleague, Amy Clements. “Everyone totally knows who Colleen is; she leaves a lasting impression.”

I, too, get the sense I have already met Hayes when we connect on the first day of school at Whitehorse. She clearly has established relationships with multitudes of staff and students. She is the kind of presence that middle schoolers need—a delicate balance of authority figure and friend.

Hayes starts off the school year with a new feature that doesn’t go unnoticed. She is completely bald from the chemotherapy treatments she started on the last day of school in June. As kids greet

her with hugs, handshakes and hellos, many of them raise their eyes to the top of her head. Some are even bold enough to ask her why she shaved. Hayes is quick to give an honest explanation.

"I got sick this summer, and the medicine they gave me to make me better made all my hair fall out."

And most kids are familiar with the terms "chemotherapy" and "cancer" to understand.

Last spring, Hayes says, she went in for her annual exam, about a year overdue. Looking back, she probably felt something before that, but didn't give it much notice. Ten years earlier, she had both breasts biopsied because of lumps, which ended up being fibrous tissue. "As my mother liked to say 'you just have lumpy tits'," Hayes quips.

Several mammograms and a biopsy later, a nurse called Hayes at work and told her she had an atypical papillary lesion, not benign but not cancer. "Sounds like purgatory," thought Hayes, who attended 13 years of Catholic school in the Chicago suburbs. Most people told her not to worry, so she didn't.

Surgery revealed there was more, however. When all was said and done, Hayes received a diagnosis of triple negative breast cancer, meaning the tumor cells lack estrogen, progesterone, or HER2 receptors and will not respond to traditional hormone therapy. It also tends to be more aggressive and likely to spread.

Receiving her diagnosis on April 30th, she promptly had her lymph nodes removed in May, the same time she sent the aforementioned email/Facebook post to coworkers and friends, stressing that she wanted to wait to tell students the following school year. She would miss chaperoning her third 8th grade bus trip to Washington, D.C., but she still managed to make it to send-off with goodie bags she put together for the students, even though she had endured her first chemo just a few days before.

"She takes care of others. I know that she takes care of herself, too, but she really, really thinks about others," says Clements, adding that Hayes brought a box of Batch Bakehouse treats to her chemo appointment for the staff "because their job is so hard."

And Hayes cannot sing enough praises of the entire staff at the UW Health Carbone Cancer Center and their Breast Center, and how fortunate she feels to live just a few miles away from a world-class research hospital. True to her altruistic way, she is quick to mention all the other patients she knows that have to make travel arrangements for treatments. She is continually counting her other blessings: having health insurance and affordable copays, huge support from family, including her mother, sister and aunt who frequently made the trek from Chicago to help out, not having dependents to take care of in the throes of chemo, and having the summer off for treatments.

"With Colleen, she takes it in stride," says Clements. "She's willing to put upon people, but, again she's pretty independent. She kind of wears that on her sleeve, even in cancer."

Independent, but incredibly selfless. She sums it up beautifully, in the final words of her letter: "Okay, I love you all. Things are going to be fine, shitty at times, but fine. Be good to each other. Please." 🌸

## Pay your MGE bill online.

It's faster,  
easier,  
better.

my bill  
pay ✓

[mge.com/mybillpay](https://mge.com/mybillpay)

**mge**  
your community energy company

GS3174 8/1/2017



## TOWARD VALUE AND WELLBEING IN LIFE HEALTH COACH JEN RUDIS' TOP READS

BY LAURA ANNE BIRD

**JEN RUDIS UNDERSTANDS THAT LIFE** can be a roller coaster. After losing 125 pounds a few years ago, she was inspired to leave her corporate human resources and finance career and start her own company to “feed all the pieces of our wellbeing puzzle.”

At Jenerate Wellness, Rudis teaches clients to “gravitate to where their energy feels good.” She offers personalized nutrition and weight-loss coaching, along with infrared sauna therapy and a tea bar. “Our wellbeing is not just a number on a scale,” she says. “It’s the food we eat, our activities, our stress and our relationships. I encourage clients to surround themselves with a winning team because it’s the best fuel.”

Certified through the Institute for Integrative Nutrition, Rudis motivates clients to be as ambitious as possible. “Why did you walk in my door? What is your empty space?” she asks them. “I’m not just here to help you lose 10 pounds. I’m here to help you make a bigger transformation.”

As she takes care of her clients (and herself), Rudis turns to three well-loved books for guidance.

### **Think and Grow Rich by Napoleon Hill**

For this classic, first published in 1937, Hill researched 40 millionaires to determine why they were successful. Rudis says money-making is not the point: It’s about setting goals, crafting a plan and revisiting our intentions daily—which relates directly to wellbeing. “When you lose track of yourself, this book brings you back.”

### **The Secret by Rhonda Byrne**

Rudis has been reading—and re-reading—this book for more than 10 years. Rhonda Byrne’s ideas about the laws of attraction have been translated into 50 languages, and Rudis says they are mesmerizing. “We can fill our personal cups and bring value to our lives by surrounding ourselves with positive people.”

### **DotCom Secrets: The Underground Playbook for Growing Your Company Online by Russell Brunson**

As she continues to grow her business, Rudis turns to this “amazing” book for tips on being more reachable to the people she wants to serve. “To be a go-giver, you have to get others to trust and like you,” she says. “I’m getting better at finding them so they can find me.” ✨

PRESENTED BY:

**BRAVA**  
MAGAZINE



TITLE SPONSOR



Madison Women's  
**EXPO**

*Explore, Engage, Experience...Enjoy*

**NOVEMBER 18 & 19, 2017**

10 a.m. - 4 p.m.

**ALLIANT ENERGY CENTER**

*Thanks to our Sponsors:*

*Metcalf's*  
Your local market since 1917

THRIVE STAGE  
SPONSOR

 **Group Health  
Cooperative**  
of South Central Wisconsin  
[ghcscw.com](http://ghcscw.com)

HEALTH & FITNESS  
SPONSOR

  
**summit**  
CREDIT UNION

SMART MONEY  
SPONSOR



SAVOR PAVILION  
SPONSOR

**First  
Choice**  
DENTAL

THRIVE STAGE  
SPONSOR

**MADISONWOMENSEXPO.COM**

SEE STAGE SCHEDULES AND EXHIBITOR LIST

A large, stylized pink floral illustration with multiple branches and buds, some open and some closed, set against a white background.

# You're invited!

**GATHER YOUR GIRLFRIENDS TO  
ATTEND MADISON WOMEN'S EXPO!**

*Explore...* undiscovered places to go, a hands-on craft to try,  
or healthcare options you may never have considered before!

*Engage...* face to face with exhibitors demonstrating their products!

*Experience...* a food you've never tried before, an unfamiliar fitness  
class, or try a new fashion!

*Enjoy!* a day out for all women!



**MADISONWOMENSEXPO.COM**

**DOOR TICKETS \$10 - ONLINE TICKETS \$7**



# Don't chance it!

When it comes to your health care, don't play games. **\$0 copay** for primary care visits in our network with select GHC plans.

**JOIN US!**

Visit [ghcscw.com](http://ghcscw.com) to learn more.



# BETTER TOGETHER<sup>SM</sup>

# THRIVE



## DESIGN

### A VISION IN WHITE

Serenity is the watchword in this kitchen design by Erica Meier of Elm Design. The rich, neutral palette is achieved with lustrous Creamy Calcutta Quartz countertops, painted cabinets in Serenity and Thyme by Countryside and Ascendra Hardware in Sable by Top Knobs, all from Nonn's Kitchen Bath and Flooring.

*For ideas on home re-dos and updates in everyone's favorite gathering spaces—kitchens and rec rooms—see DWELL, P. 38.*



HEALTH

## STATE SNAPSHOT: CANCER

**GOOD NEWS: SINCE 2015**, female cancer deaths in Wisconsin have declined by 14 percent. However, over half of all occurrences are preventable. Wisconsin Comprehensive Cancer Control program director Amy J. Conlon says the causes of cancer vary. “Genes do play a role, but our personal behaviors and lifestyle choices do, too.”

And taking preventive measures can help. “Instead of women being overly concerned with risk, being proactive in taking control of one’s own health is the best course of action,” she says.

Here are some facts on cancer for local women.

**Top three cancers that afflict Wisconsin women (by incidence):**

1. Breast
2. Lung
3. Colorectal

**Current leading fatal cancers in Wisconsin women:**

1. Lung. Fast fact: More people in Wisconsin die from lung cancer than from breast, colorectal and prostate cancers combined.
2. Breast

**To reduce risk:**

- Don’t smoke.
- Maintain a healthy weight.
- Get moving with regular exercise.
- Eat healthy. (Stock up on fruits and veggies!)
- Protect your skin
- Get regular check-ups and recommended screening tests.
- Limit alcohol intake. Fast fact: Wisconsin continues to have the third highest heavy and binge drinking rates in the nation. And heavy and binge drinking increases cancer risk so avoid consuming more than seven servings a week or more than three on one occasion.

Conlon says treatment options are ever-evolving. “There are two types of genetic research happening based on the genes in the person (germline mutations, the kind you can pass to your children) and the genes in the tumor (somatic mutations, the kind the tumor grows itself, which are not inherited),” she explains. “A health care provider might recommend a consultation with a genetic counselor as it can be very helpful for deciding about testing for a germline mutation, particularly for people with a strong family history of cancer.” —Rachel Werner 🌟



Comprehensive Health Care for Women in Obstetrics,  
Gynecology, Midwifery and Internal Medicine.

Call 608-227-7007  
to schedule an appointment today.

Now Accepting





At the Women's Entrepreneurship Day Conference, enhance your network and become more equipped to achieve your business and leadership goals.

- *Success Stories*
- *New Approaches*
- *How to Get Funding*
- *Resources*



**November 14, 2017**  
**Monona Terrace**  
**Madison, WI**



Register at  
[wedwisconsin.org](http://wedwisconsin.org)



Presenting Sponsor:



Hosted & Produced by:



## HEALTH

### AN OUNCE OF PREVENTION

**ADD "WELLNESS VISIT" TO YOUR TO-DO LIST** to avert or detect disease at an early stage and promote good health.

"Annual wellness exams are one of those things that everyone needs, and often patients don't come in to see us if they've been healthy," says Dr. Jensen Carlson of the University of Wisconsin School of Medicine and Public Health.

During preventative exams, expect to be screened for depression, obesity, high cholesterol, diabetes and high blood pressure or hypertension. Discussing vaccinations, drug and alcohol use or additional lab work or imaging is often common.

Monique Simmons, Group Health Cooperative of South Central Wisconsin nurse practitioner, suggests healthy adults be seen every two to three years—annually, if on medication. Similarly, Dr. Patricia Kraemer of Phases-Primary Health Care for Women emphasizes the need for annual preventative visits, but also stresses that wellness exams alone will not adequately address chronic health issues.

Carlson adds that the best preventive medicine is connecting with your clinician: "It benefits everyone to have personal and ongoing relationship with a health care provider that they trust. That's the thing that really improves people's health outcome in the long run." —Lisa Bauer 🌸

### RECOMMENDATIONS FOR SOME COMMON SCREENINGS\*

SCREENING FOR ...	POPULATION	FREQUENCY
Chlamydia/Gonorrhea	Sexually active, nonpregnant women age 25 or younger	Annual
HIV	Sexually active men/women 15-65	Annual
Cervical Cancer	Women a. 21-29, pap smear b. 30+, pap smear + HPV co-test	a. Every 3 years b. Every 5 years
Breast Cancer Colorectal Cancer	Women 50-74, mammogram a. Fecal immunochemical test (FIT) b. Fecal occult blood test (gFOBT) c. Multi-targeted stool DNA test (Cologard, FIT-DNA) d. Optical Colonoscopy e. Sigmoidoscopy f. Virtual Colonoscopy	Every 1-2 years a. Annual b. Annual c. Every 3 years d. Every 10 years e. Every 5 years f. Every 5 years

\*Table not all-inclusive. Information provided by Monique Simmons, APNP, GHC of South Central Wisconsin.

Last Chance to Register: October 11!

# IGNITING BOLD LEADERSHIP

Creating Engagement,  
Inspiring Purpose &  
Driving Action

October 18, 2017 | 8:30-10 A.M.



Succeeding in today's ever-changing business climate requires leaders to place as high a priority on people and performance as they do on process and procedure. How are you preparing for the new normal of constant change?

**LIBBY GILL**, former executive at SONY PICTURES, UNIVERSAL STUDIOS, and TURNER BROADCASTING, will share key leadership strategies to create and communicate culture change within an organization, and will help you connect the dots between individual accountability and organizational success.

## LIBBY GILL

Former Executive, Leadership  
Authority & Best-Selling Author

After nearly 20 years in senior leadership roles in communications at media giants, Libby Gill is now CEO of executive coaching and consulting firm Libby Gill & Co. Her clients include ABC-Disney, AMC Networks, Kellogg's, Microsoft, Nike, Royal Caribbean Cruise Lines, Warner Bros., and Wells Fargo. Gill has shared her success strategies on CNN, NPR, the Today Show and in *BusinessWeek*, *Time*, *The New York Times*, *Wall Street Journal*, and more. Gill is also the public relations and branding brain behind the launch of the Dr. Phil Show.

REGISTER TODAY! [MadisonBusinessExpo.com](http://MadisonBusinessExpo.com)

*Ticket fees apply to the keynote breakfast presentation. It's free to visit the expo floor. Parking is also free.*



Keynote  
Sponsored by:



# HAUTE SHOPPE



## AN EYE-CATCHING CLASSIC

The classic Chelsea boot gets an edgy update: Red and black angled goring, rich leather in marbled silver, and a 1-inch heel. Made in Portugal.

**CORNBLOOMS**  
716 N. Midvale Blvd.  
Hilldale - Madison  
(608) 238-9282

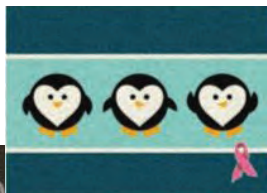


## PLUS SIZE FASHION

Z.Bella Boutique specializes in women's plus-size clothing sizes 14 & up. Visit us today for the best selection of curvy fashion from brands such as Sympli, Joseph Ribkoff, London Times, Lucky Brand, Fresh Produce, Karen Kane, Spanx, Nic + Zoe & more. Located just off the beltline in downtown Middleton.

**Z.BELLA BOUTIQUE**  
1903 Cayuga St., Suite 101  
Middleton, WI (608) 827-8700  
zbellaboutique.com

**z.bella boutique**



SHOP FOR **PINK** & **WELCOME**  
a cure

## SHOP FOR PINK & WELCOME A CURE

Breast cancer welcome mats: 25% of the retail cost on each mat sold is donated to the Breast Cancer Research Foundation. Use indoor or outdoor.

**COYLE CARPET ONE FLOOR & HOME**  
250 W. Beltline Hwy., Madison  
(608) 257-0291  
coylecarpet.com



## BE A GLOW-GETTER

There's a change in the air, which may mean a change in your skincare. Be a glow-getter, and make the most of it! Fresh products. Effective ingredients. Locally made and nationally awarded. Trial sized kits to start with, and treatments for various skin conditions, hair and body.

**QET BOTANICALS**  
2018 Main St., Cross Plains, WI  
(608) 798-1Qet  
QetBotanicals.com



## MONEY SMARTS



## MONEY SMARTS

BY KIM SPONEM

**Every time I feel like I'm getting ahead, something happens that I have to pay for! How do people ever get ahead?**

I know exactly how you feel. I remember after buying a car and then my first house it seemed like I'd just get some savings in my account and then bam, something broke that I needed to get fixed, and there went that savings. Then I would work hard to build my savings back up. Not too long after that, I would need a new washing machine or a lawn mower or my car fixed. Ugh!

Someone told me a long time ago to increase my savings every time I got a raise and to be sure to save at least half of any bonus or extra payment. That was great advice. Over a few years, that "back up" savings account had more and more money in it, to the point where I could open some certificates of deposit, too.

Then I got to the point where I was able to purchase more things, like a ski boat. The problem with purchasing more things is there are more things that can go wrong and more things you need to spend time and money fixing. For me, "money pits" seem to go in spurts. If one thing was going to break a few other problems were going to happen, too.

After yet another one of these multiple "bad luck" occurrences, I had an epiphany. I decided to change how I think about this problem. I decided that whenever I bought something that would break or need replacing I needed to set aside money for when, not if, something goes wrong with it. The more things I accumulated the more "support" money I needed in that account. When something broke, rather than feeling defeated, I now thought, "Hey, glad I have the money to fix that." With systematic savings I knew the account would build back up. That is what I earmark that money to do... fix the things I want to have in my life. That is one of the ways I help myself get "ahead."

Another great source for real life examples of ways to get ahead is the Project Money page of SummitCreditUnion.com. There you will find tips from Summit's Project Money participants who are real people owning their financial lives, increasing their savings and lowering their debts with the help of Summit coaches. You can follow them through good times and setbacks as they compete for \$10,000, and, along the way gain control of their financial lives. Thousands check in on the blogs each year to learn from participants' experiences. I'd encourage you to check it out for information and inspiration to help you get ahead, too.

Kim Sponem is CEO & President, since 2002, of Summit Credit Union, a \$2.8 billion, member-owned financial cooperative with more than 168,000 members. Kim has a passion for empowering people to improve their financial well-being for a richer life.

**Ask Kim your money questions at [MoneySmarts@SummitCreditUnion.com](mailto:MoneySmarts@SummitCreditUnion.com).**



**summit**  
CREDIT UNION

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

## LIQUID LIBRARY YAHARA BAY DISTILLERY WIDENS IT SPACE

BY RACHEL WERNER

**YAHARA BAY DISTILLERY OUTGREW** its original Fitchburg facility in record time, thanks to cranking out over 25 private-label spirits a year, in addition to housing the expansive packaging and storage operation of Vom Fass U.S.A.

"What's not well known is that this is technically our second expansion," says co-owner Catherine Quint. "We enlarged the first locale from 4,000 to 8,000 square feet so this time around we knew we'd better at least double that—and then some."

And Quint and her husband Nick did just that by designing their new 20,000-square-foot venue in Fitchburg to include a bi-level event space, art gallery and a second 300-gallon still, scaled up from its 90-gallon predecessor. But Quint is quick to dispel any rumors that the distillery is barreling toward mass production.

"We remain a family-run, production-first facility," she says. "We simply have a bigger capacity to serve customers' needs by providing an alternative and inviting place for expos, meetings and private classes. Whatever you're looking to host, we now have more than 200 seats to offer you."

The Quints and their staff also continue to pride themselves on educating their guests on the science behind making quality liquor and tasty cocktails. Entry passage walls are adorned with real Yahara product bottles with distilling facts etched into the glass, while happy hour patrons are challenged to think outside the box in terms of spirit and mixer combos. What's inside an Orange Chai Mule? It's worth swinging by after work to find out. [yaharabay.com](http://yaharabay.com). 🌸

6250 Nesbitt Road #200, Fitchburg.



PHOTOGRAPHED BY SHANNA WOLF

PROMOTION

## AUTOMOTIVE PREVIEW

### 2018 Alfa Romeo Stelvio

Alfa Romeo has always taken a unique and innovative approach to designing automobiles; it is the point of convergence between design and passion, between a love for the most cutting-edge technology and a strong instinct to inspire emotions. Today, Alfa Romeo is writing a new chapter in its history, introducing a future where once again the driver is at the center of the design.

Here is the Alfa Romeo Stelvio.

#### ALFA ROMEO AND FIAT OF MADISON

5739 Tokay Blvd., Madison  
(888) 230-1612  
[fiatusaofmadison.com](http://fiatusaofmadison.com)



### 2017 All New Jeep Compass

The all-new 2017 Compass presents a captivating perspective on authentic capability. With its head-turning design, rightsized luxury and intuitive technology, Compass travels its own distinctive path. Where can you go from here?

The answer is simple: everywhere.

#### DON MILLER DODGE, CHRYSLER, JEEP, RAM

5802 Odana Rd., Madison  
(888) 466-1138  
[donmillerdodgechryslerjeep.com](http://donmillerdodgechryslerjeep.com)



### The All New 2018 Crosstrek

As always, the Crosstrek is ready for anything. Features all new styling, Subaru's vaunted symmetrical all-wheel drive system, standard rear view camera, Increased ease of entry and exit, Commanding view of the road, Nearly 9" of ground clearance, advanced infotainment features, even more advanced safety equipment and yes..... You can have fuel economy with your all-wheel drive with an EPA estimated Hwy rating of 33 mpg.

Crosstrek. All wheel drive + MPG + safety = LOVE!

#### DON MILLER SUBARU WEST

5822 Odana Rd., Madison  
(888) 485-0531  
[donmillersubaruwest.com](http://donmillersubaruwest.com)

#### DON MILLER SUBARU EAST

5339 Wayne Terrace., Madison  
(888) 478-0996  
[donmillersubarueast.com](http://donmillersubarueast.com)



PROMOTION

## AUTOMOTIVE PREVIEW



LEFT TO RIGHT: LISA STOFFER, ALICIA STEVENSON, KRISTIN WILLIAMS

## Those Who Defy Labels Define Themselves



**MINI OF MADISON**

### MINI OF MADISON

310 West Beltline Hwy  
(608) 729-MINI (6464)  
[MINIofMadison.com](http://MINIofMadison.com)

At MINI of Madison, you'll find a welcoming environment full of brightly colored MINI Coopers, an award winning service team and a passionate group of Motoring Advisors ready to help you. Your dream MINI is waiting.

Please meet Alicia Stevenson, one of our top Motoring Advisors. "I love meeting new people, hearing their stories and helping them find the best car to fit their needs. It is such an honor to be here."

Lisa Stoffer, also a rock star Motoring Advisor, loves taking guests on test drives. "The feeling that best describes driving a MINI would be flying! You are in complete control, it holds to the ground and glides around each corner."

Kristin Williams, a member of our finance department, has been in the automotive industry for nearly thirteen years so understands the what the customer is looking for. "Putting together your financial options is just as personal as picking out the right vehicle. I love to help our guests find the right financial fit to go with the right vehicle."

MINI of Madison invites you to start motoring today!

PROMOTION

## AUTOMOTIVE PREVIEW



THE WOMEN OF WILDE EAST TOWNE HONDA

## Why Choose Wilde?

The women of Wilde East Towne Honda take pride in ensuring your car shopping experience is professional and enjoyable! We aim to deliver exceptional service, build lasting partnerships and operate with the utmost integrity.

Enjoy stress-free shopping or service while you take advantage of our impressive amenities, including: a green-rooftop customer lounge, relaxing indoor lounge, three children's play areas, complimentary Wi-Fi, iMacs, iPads, wide-screen TVs, large saltwater aquarium and convenient shuttle for nearby transportation.

With our huge selection of new and used vehicles available, the Wilde East Towne Honda team is sure to help you drive away in your dream car. Customer satisfaction is our top priority, and we invite you to experience the Wilde difference for yourself. Visit Wilde East Towne Honda for all your automotive needs!



5555 High Crossing Blvd., Madison  
(608) 242-5500  
[wildeeasttownehonda.com](http://wildeeasttownehonda.com)

**WILDE**  
East Towne Honda



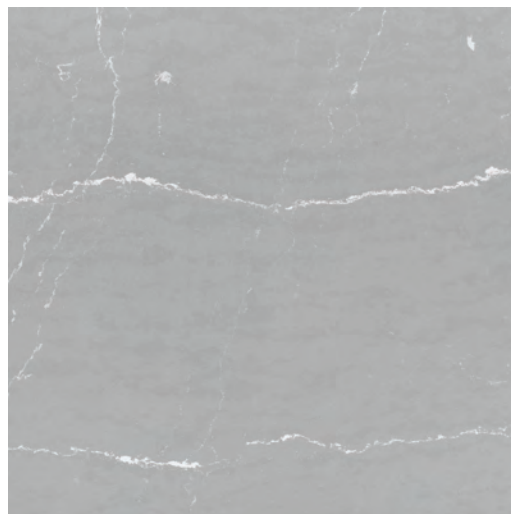
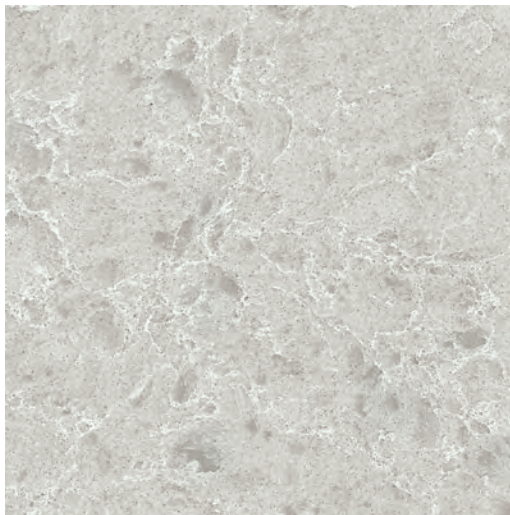
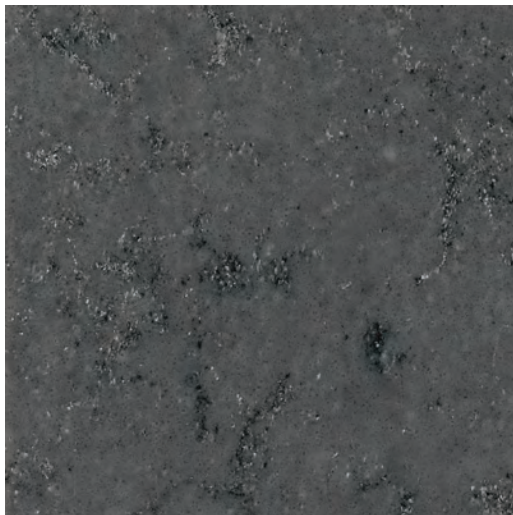
## Your Family Deserves the Best — Your Family Deserves ZEROREZ®

With the ZEROREZ patented carpet cleaning system, your carpets will stay cleaner longer and create a safer, healthier environment for your family!

CARPET • RUGS • UPHOLSTERY • TILE/GROUT • AIR DUCTS

Visit us at [zerorezmadison.com](http://zerorezmadison.com) • 608.848.9000





## MATERIAL MATTERS TOP AND PULL IT OFF

Trending countertop materials are easy on the eye, in calming, neutral and natural tones, and fixtures and pulls add class in brass.

*Clockwise from top left: Grigio Quartz by Hanstone, Empress Quartz by Hanstone; Nonn's Kitchen Bath and Flooring. Clareanne Marble by Cambria, Rosedale Marble by Cambria; Coyle Carpet One Floor & Home. Pulls top to bottom: Moderne Knob, Manhattan Pull, Contemporary II Pull, Millennium Pull, Contemporary I Knob Satin Brass Hardware by Alno Inc.; The Hardware Studio. 🌸*

**BRAVA**  
PRESENTS

WHERE IS YOUR  
*Healthy Place?*

Find it at the **Well Expo**.



**wellEXPO**  
HEALTHY LIVING IN MADISON

**JAN. 19-20, 2018**

Monona Terrace

**WellExpoMadison.com**



**18 FREE Fitness Classes • Health Screenings • Spa Services  
Seminars • Demonstrations • 130+ Health & Wellness Professionals**

SPONSORED BY:



**SSMHealth**



**Orangetheory**  
FITNESS



*Metcalf's*  
Your local market since 1917





## BEEF UP YOUR BASEMENT INTO A USEFUL, FUN SPACE

BY KYLA CHARLES

**INTERIOR DESIGNER ALLISON MERCIER** had her work cut out for her when she took on transforming an underused basement into a bright, upscale and fun space.

Mercier, with Jennings & Woldt Remodeling, says the Sun Prairie homeowner came to her wanting a rearranged layout, and Mercier helped beef up the design's details.

The lower level's carpet didn't jibe with wet feet from the pool just outside, so in went luxury vinyl flooring that looks just like wood, but is much more durable.

The Packers party-proof bar got additional seating and a new

layout connected it to a game area where pool and air hockey tables await. Theater seating in the video area makes game day that much more comfortable.

The stylish homeowner encouraged Mercier to add a few gems that most people wouldn't associate with a basement, such as a waterfall quartz countertop, wallpaper backsplash and inset cabinets.

"There's always teamwork involved in the design process but in this case I have to give [the homeowner] the credit, and it turned out great!" Mercier says. 🌸

PROMOTION

## DESIGNER SHOWCASE



LEFT TO RIGHT: DAWN LIEN, JJ JOHNSON, MICHAEL LEE, BARB BUTH, DANIELLE CURTI (NOT PICTURED; DIANE LINTELMANN, ADAM WHITE, ELIZABETH KINDERMAN, ARNE MALVIK)

## Furniture for every stage of your life



### RUBIN'S CONTEMPORARY FURNITURE

317 E. Wilson St., Madison (608) 255-8998

### RUBIN'S R-LIFESTYLE

670 S. Whitney Way, Madison (608) 274-5575  
rubinsfurniture.com

With two locations in Madison, downtown and west side, Rubin's Furniture has the largest selection of contemporary furniture in South Central Wisconsin. Each showroom has its own unique feel, which makes each a must-see if you have never visited before.

Our downtown location has three floors of furniture vignettes, offering our clients options for each room in their home. Our lower level has a wide selection of bedroom, office and dining furniture. The main level highlights living room vignettes and our ever popular IMG recliners. Last but not least, our loft floor is home to The Outlet which has "furniture to go". Our west side location, R-Lifestyle, has two floors of furniture and is home to the new (and only) EQ3 gallery in Wisconsin. Our furniture at R-Lifestyle focuses more on mid-century modern and Scandinavian designs.

Rubin's Furniture proudly offers complimentary design services to our clients.

Visit our downtown showroom at 317 E. Wilson Street and our west side showroom at 670 S. Whitney Way--we promise you will not be disappointed!

PROMOTION

## DESIGNER SHOWCASE



KEVEN AND CHRIS SCHMIDT

### Affordable Organizational Solutions

You've got pins on Pinterest. You've got dreams and designs in your head. You've also got ... a budget. Let us help create affordable yet inspired organizational systems for every room of your home: lockers, mudrooms, laundry, closets, garages, pantries ... and did we mention kitchen & bath?

CABINET CITY BY DREAM  
6649 University Ave.  
(608) 829-2489  
cabinet-city.com



JERRY AND KEVEN SCHMIDT

### Great Dreams Make Great Projects

Dream is a local family business in the Madison area. We specialize in designing and creating projects that are unique to each customer and home. Our 3D color renderings help homeowners visualize how their project will look and feel once completed. We take special pride in getting to know each client and designing exactly what the need. That's the Dream way.

DREAM HOUSE DREAM KITCHENS  
5117 Verona Road  
(608) 204-7575  
dream-kitchens.com



MEET OUR DESIGN TEAM: LINDSEY BLUM, ALLISON MERCIER, JEREMY WOLDT, AND ASHLEY MCFARLAND

### Love Your Space

Jennings & Woldt Remodeling Inc., has expanded to include a new design studio, Interiors by JW, located at 537 West Main Street in Sun Prairie.

If you are ready to start a remodeling project, shop for home décor or furniture, or simply need a small gift; Interiors by JW has a variety of selections and seasonal accessories. Our designers also work with clients in selecting countertops, cabinets, flooring, light fixtures, and other project details specific for each design.

Our new studio doors are open! Visit us and feel at home. Be inspired while browsing our beautiful vignettes of kitchens, bathrooms and living areas. Let our designers show you innovative and unique products to the area. Interiors by JW is excited to explore your design dreams with you!

#### INTERIORS BY JW

537 West Main Street,  
Sun Prairie  
(608) 960-7600  
interiorsjw.com



## DESIGNER SHOWCASE



## Waunakee Remodeling - the Guiding Light to Your Interior Dreams



BRIAN MIKELSON, BRIAN BRADY, CHAD TRIMBLE  
(NOT PICTURED; JASON RUDY, DON KUPTZ)

Taking on a home remodeling project can sometimes be an overwhelming adventure, but the project consultants at Waunakee Remodeling want you to know that it doesn't have to be.

At Waunakee Remodeling you will know that you are in good hands when working with any one of our five project consultants. Whether it be a kitchen or bath or a large addition remodel, Waunakee Remodeling is with you the whole way, guiding you through the process of your home remodel, giving you peace of mind from start to finish.

Waunakee Remodeling has been serving the greater Madison area for over 40 years and counting. We handle each and every project with the utmost respect and care, and treat our clients as we would want to be treated. It's an honor to be part of this wonderful community and guide homeowners to reach their home interior dreams for many years to come.

### WAUNAKEE REMODELING

(608) 849-5155  
1001 Frank H Street, Waunakee  
5960 Odana Road, Madison  
[waunakeeremodeling.com](http://waunakeeremodeling.com)



## A Fun Experience — With Serious Results!

You live better when your interior design is a functional expression of your style, success, and values. But how can you make that happen? By working with an interior designer who's truly interested in who you are. The team at H. Krueger & Associates makes interior design fun. Based on our nearly 50 years of service, we know that's really how the best design results occur.

When you're having fun, you're relaxed and comfortable—and that means your true self can show. From the moment we meet with you, we're thinking about the design possibilities that reflect who you are and what you want from your space. We're talking about possibilities that go way beyond ordinary trends. With the skills of our friendly and insightful experts, you'll find interior design is an investment that rewards you every day of your life.



INTERIOR DESIGN TO YOUR TASTES

### H. KRUEGER & ASSOCIATES

7600 Terrace Ave. Suite 101  
Middleton, WI 53562  
(608) 831-4492  
[hkruegerdesign.com](http://hkruegerdesign.com)



## ASK THE EXPERT



INTERESTED IN REHABILITATION SERVICES?

## ASK SSM HEALTH ST. MARY'S CARE CENTER DIRECTOR OF REHAB, LISA HILL

Choosing the right skilled nursing rehab center is one of the most important decisions you or a loved one may face. SSM Health St. Mary's Care Center Director of Rehab, Lisa Hill, shares some pertinent information regarding therapies and cutting edge equipment available to residents at SSM Health St. Mary's Care Center located at 3401 Maple Grove Drive in Madison.



**SSMHealth**  
St. Mary's Care Center

**SSM HEALTH  
ST. MARY'S CARE CENTER**

3401 Maple Grove Drive  
Madison, WI 53719  
(608) 845-1000

**What are some of the key rehabilitation services at SSM Health St. Mary's Care Center, and why are they beneficial to the patient?**

*State of the Art Rehab Equipment:* We recently built an addition that features an impressive new rehab gym. At this state-of-the-art facility we are able to treat a wider variety of diagnoses for our patients, from spinal cord injuries to general deconditioning. Our new Biodex Balance equipment can electronically assess and treat a patient's fall risk. Our new supported walking system uses a harness sling attached to the ceiling. It goes around the perimeter of the gym to help those with difficulties to be able to stand and walk again. Our electrophysical modalities such as electrical stimulation and diathermy provide us with alternative options, beyond just pharmaceuticals, for pain management.

*Highly-Trained Clinicians Utilizing Evidenced-Based Practice:* The Physical, Occupational and Speech Therapists (PT, OT, ST) at the Care Center have advanced training in a wide variety of

practice areas. These include the use of electrical stimulation through our Vital Stim machine to improve swallowing. Our many certified lymphedema therapists specialize in treating leg or arm swelling. All of our clinicians are trained in the latest evidence to treat musculoskeletal and neurological conditions for adults of all ages. It is for these reasons that we can produce the fastest and most effective outcomes. We work on everything from restoring a person's abilities to preventing future injuries as well as training caregivers and families to better assist their loved ones.

*Our Patient First Model:* At the Care Center we now provide outpatient therapy. It's made a huge difference for our patients that discharge from our facility. This improves our continuity of care as patients don't have to start over with a new therapist. We'd welcome anyone from the area needing outpatient services, and strongly suggest reaching out to us if you are interested in learning more our facility and our dedicated care team.

**Why is presence, and the personalized care SSM Health St. Mary's Care Center staff provides its patients, so important in encouraging recovery?**

At SSM Health we believe in always being present for our patients and treating the whole person—in body, mind and spirit. It is this philosophy that leads patients at the St. Mary's Care Center to enjoy successful outcomes.


When clinicians take the time to sit with the patient, there is a greater sense of being present. We always sit with our patients and get to know them on a personal level, providing them with our undivided attention. No one knows you better than you, and that's why it is so important that we get to know you. It is that connection and relationship that matters. Person directed care is person centered care.

**Why would the SSM Health St. Mary's Care Center be the right fit for you?**

Along with our strong reputation for rehabilitation, we offer long term care, memory care, palliative care and outpatient care to meet your other needs as they may occur. We strongly believe that technical expertise needs to be balanced with presence and adhering to our values—compassion, excellence, respect, stewardship and community. These are the values that our staff adheres to everyday, and our focus is always on you the patient, listening to you and working toward a successful outcome.

### Contact Information:

Have additional questions about care center rehabilitation services? Visit the SSM Health St. Mary's Care Center website at: [stmaryscarecenter.net](http://stmaryscarecenter.net) or call 608-845-1000 for more information.

A person's arm and hand are visible on the left, holding a piece of fabric with a green and white abstract pattern. The background is a bright, out-of-focus white. The word "JOY!" is written in large, bold, black letters across the center. The word "Cultivate" is written in a smaller, italicized font to the left of "JOY!". The word "HOW TO LIVE LIGHTER" is written in a smaller, bold, black font below "JOY!". The phrase "Think positive. Dream. Choose your bliss." is written in a smaller, italicized font below "HOW TO LIVE LIGHTER". The text "BY EMILY LEAS AND HYWANIA THOMPSON" is written in a small, bold, black font below the phrase. The text "OCTOBER 2017 | BRAVAMAGAZINE.COM 45" is written in a small, bold, black font at the bottom right.

*Cultivate*

# JOY!

HOW TO LIVE LIGHTER

*Think positive. Dream. Choose your bliss.*

BY EMILY LEAS AND HYWANIA THOMPSON

# Choose WISELY

## RECIPES AND ACTIONS FOR MINDFUL LIVING

Who is busiest? Happiest? Most successful? Most stressed? These are the judgements that often drive our day. Tina Paulus-Kraus, owner of True You, a sacred space for women to grow in mind, body and spirit, says these drivers can be the starting point for awareness. Use them to acknowledge that you want more happiness in your life, then give yourself the tools to change it.

When you feel out of sorts, Paulus suggests you start by focusing on gratitude. Look for the little things right in front of you to turn your mindset around and find something good about that moment.

Another way to be mindful and centered, she says, is to challenge yourself in a tough situation with go-to truth-seeking phrases.

Am I being my best self right now?

“Everything is a choice and it’s so easy to make the easy choice,” she says. “This phrase pulls me back and allows me

to make the right choice instead of the easy choice.”

Why am I holding on to this?

“This question helps me re-frame my reaction and start making better decisions,” says Paulus-Kraus. We tend to bury our emotions. If those emotions aren’t questioned in the moment, that baggage comes out as the same bad and toxic choices we’ve made before.

Sarah Higgins, yoga instructor, health coach and founder of MindBodySoulMoms, a Facebook group for daily “mom-spiration,” forces herself to respond to tough situations with one of two variables: Fear or love.

“I recognize in those moments, that I can respond to this emotion or this situation with fear, which also includes anger, or my ego, or judging someone or myself,” she explains. “Or I can respond from a place of love and acceptance.”

Boil it down to these choices and she says peace and mindfulness is easier to find. —Emily Leas

## FOCUS INSIDE & OUT

### TIPS FOR PEACE

#### BODY

*Get adequate hydration*

*Get outside everyday*

*Create a morning routine*

#### SOUL

*Practice forgiveness*

*Advocate for others*

*Volunteer and serve others*

*Create art just for the sake of creating*

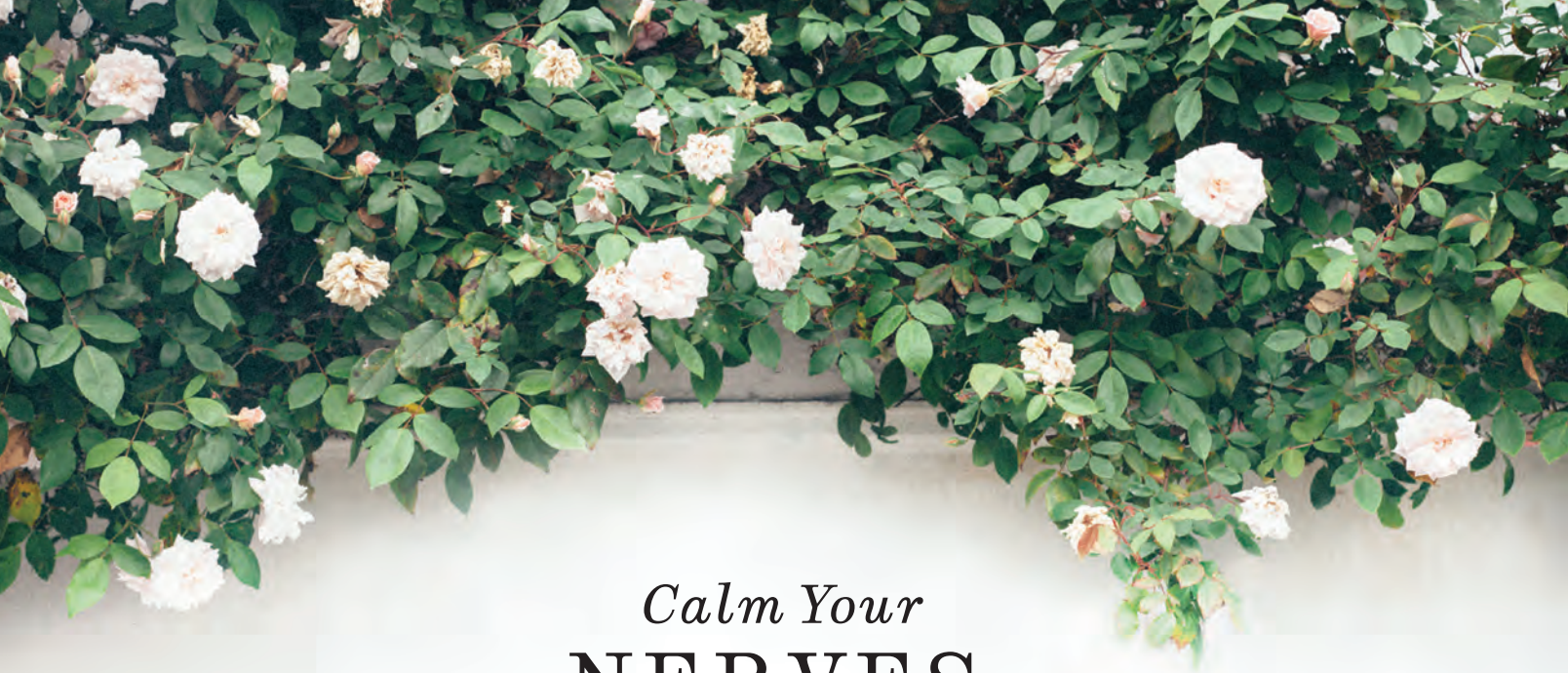
*Eat with loved ones and friends*

It’s all about practice, says MindBodySoulMoms’ Sarah Higgins, to make a lasting difference with these tips.

But it’s also about getting real: Being happy 100 percent of the time is an unrealistic and unhealthy expectation.

“When you’re having emotions that are not happy or joyful, it helps you understand and appreciate joy and levity and happiness,” she says. “To have a real life-lived experience, to grow wiser, to mature, to experience the gift of life, we need joy and levity—but also all that other stuff to appreciate it.”

So lean in to the uncomfortable and find the tricks that put your mind, body and soul at peace. —E.L.



# *Calm Your* **NERVES**

## ANXIETY IS THE THIEF OF JOY

Dinner is put away, the kids are tucked in and you're ready to settle in for the night. Instead, anxiousness settles in. You can't stop thinking about that morning meeting, new play date for Johnny or your massive to-do list.

You're not alone in feeling anxious. In fact, anxiousness is becoming more prevalent in our culture, according to UW Health psychologist Shilagh Mirgain.

Mirgain says there are reasons for the increase—flood of information from technology, the state of our world, less security and our disconnection from one another. And it can get in the way of our mindful plans.

But, says Mirgain, try one of these five actions to help control your anxiety in the moment—and get back to focusing on joy and lighter living.

- 1. Take slow, low belly breaths to quiet the stress response in your body.*
- 2. Walk outside and look at a tree, go to a park or view nature images on your computer.*
- 3. Reach out and connect with someone.*
- 4. Do a simple act of kindness for someone.*
- 5. Choose not to trust every thought you're thinking—anxiety is not the best judge of reality.*

*—Hywania Thompson*

# Think POSITIVE

CHANGE YOUR OUTLOOK

Television news is on 24/7, we have constant alerts on our cell phones and there's an endless supply of information on social media. At a time when we're bombarded with so much news, it's easy to fall prey to negative thinking. But it's not our fault.

It turns out our brains are wired this way. "Our brains are super good at focusing on, dwelling on, remembering all the bad stuff, all the problems, all the things we don't like," says Tina Hallis, owner of The Positive Edge and author of "Sharpen Your Positive Edge." Hallis says it's part of our survival instinct to keep us safe.

The great thing is we don't have to stay in that negative space. Hallis says we can notice it happening and shift our thinking. "We can choose to say, I'm not staying with this thought, I'm not staying with this focus."

Research shows when we spend more time in positive emotions, good things happen—we activate our learning centers and process information better, we make better decisions, we see more opportunities and possibilities, we're more motivated and energized so we get more done, we have better relationships and we're healthier.

We can change our outlook to one of positivity by being intentional and thinking about the good things that happen during our day. Hallis says this forces our brain to look for the good.

Research shows this strategy creates new connections in our brains. We can also change the stories we tell ourselves—the ones where we expect the worst to happen. Hallis recommends the ABCD method to tell new stories.

## ACTION

*Someone wrongs you.*

## BELIEF

*What do you believe about that person?*

## CONSEQUENCE FROM BELIEF

*You're upset and frustrated.*

## DISPUTE

*Challenges what you believe about the person, and find different consequences.*

Hallis says it's not about being positive all the time but about finding a better balance. "It's worth the effort and it gets easier." —H.T.

## LET IT GO

FREE YOURSELF

Like a hamster on a wheel, our minds often get in a cycle of thinking over and over again about a situation. Ruminating—going over in the mind repeatedly—is something women are more vulnerable to and it's not healthy. Ruminating causes stress and diminishes our mood.

UW Health psychologist Shilagh Mirgain says it's like a fishing lure. "When our mind is hooked like that, like a fish, we expend a lot of energy. But the hook is barbless so we can free ourselves at any moment," she says.

Mirgain has a couple tips for letting go:

## BE MINDFUL THAT YOU'VE BEEN HOOKED.

*Notice, then replace that track of thinking with a coping thought or affirmation.*

## TAKE ACTION

*Exercise, do something for someone or take a step toward a goal.*

Mirgain also says talking to someone or writing thoughts down gets them out of our heads and takes away their charge. —H.T.

# *Put Your Head in the* **CLOUDS**

DAYDREAM A LITTLE MORE

As a child, how many times were you scolded for daydreaming?

How times change.

Recent studies show that letting your mind wander can increase creativity and help your brain make connections between thoughts that stood alone previously, and unstick those wheels of happiness and progress.

Carrie Norton and Jessica Nordskog, co-owners of Wonder, an idea generation company, were in this stuck place. Both felt shackled by the golden handcuffs of the corporate world, but were unsure of where to go next.

"We would just naturally get together and brainstorm ideas of how to have our own business," says Norton. "We had so many ideas that it dawned on us that maybe that's what we're good at...brainstorming."

Now, the "Wonder Women" offer ideas and their own creative minds to brainstorm product names, business names, menu items and more for entrepreneurs.

Whether you're brainstorming for business, or to make a shift in your personal life, Norton says it all starts with questions.

"There are so many what ifs when you start question-

ing where you want to be," she says. "Shift it to what is happening right now. If you're constantly thinking ahead or stuck in the past, you're not going to realize the changes you need to make."

As you start answering those questions, enjoy the process. Norton admits that she and Nordskog come up with some wacky ideas, but each one needs its moment to shine. Her advice: Don't make it a rush job. Allow yourself to come up with as many ideas as possible.

When Norton has trouble letting go and generating ideas, she forces herself out of her element. Go for a walk, try something new, break up routines.

Then, once your brain begins wandering, try lessening the burden of remembering your ideas by jotting them down. By putting all the options on paper, Norton explains, it will open you up to thinking about new things. Then, decide to explore them in the moment, or later.

But most of all, don't be afraid to put your head in the clouds and wander through the ideas that could make you happy. Let them be silly and impossible, then prioritize the ones that feel right and inject that happiness into your "right now." —E.L.

# Go with the FLOW



## FORGET ABOUT WORK-LIFE BALANCE

Work-life balance is like a seesaw constantly teetering from one side—career—to the other side—lifestyle. We often think of work-life balance as the Holy Grail of the 21st century, says UW Health psychologist Shilagh Mirgain. But this concept of balance may be impossible to achieve, especially if you're a woman.

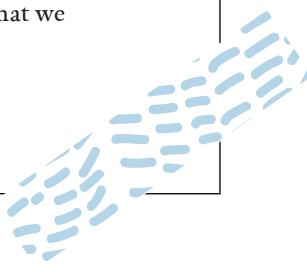
"For many of us, we work—whether it's a stay-at-home mom managing a household or at an out-of-the-home job. Then in the evening, there's for many women this invisible workload referred to as the second shift," says Mirgain. She says women fall into the trap of feeling like they should have work-life balance, which men are never asked about.

Instead of searching for balance, we should try to find flow. Flow is the notion of being so immersed in an act—cooking a meal, playing an instrument, going for a run or making love—that our mind and attention are thoroughly absorbed. We may be working hard, but it doesn't feel like it. We're more productive when we're in flow, we're happier; we have greater well-being and healthier relationships.

So how do we begin to experience flow in our lives? Mirgain offers some practical tips to help us go with the flow:

- *Remember the times you've had flow or imagine what flow might look like in an area of your life.*
- *Completely immerse yourself in what you're doing. If you're parenting, parent. If you're on date night, be on date night.*
- *Build better boundaries around your activities. Put away the phone at home. Limit work interruptions.*
- *Consciously focus on what to do next. The constant awareness of what to do next helps keep you focused.*

Mirgain says flow is a skill that takes practice. "We can train ourselves to get into flow by having a routine that we do each time." —H.T.



A close-up photograph of a person's hand holding a white ceramic cup filled with a yellowish liquid, likely tea. The person is wearing a grey and white striped shirt. The background is a soft-focus white fabric with a subtle pattern. On the right side of the page, there is a vertical decorative border with a blue and white geometric pattern.

# *Building* CONTENTMENT

KNOW WHAT HAPPINESS IS  
— AND ISN'T

Have you ever been working, running or maybe driving when Pharrell Williams' "Happy" comes on the radio? You can't help but smile and sing along with the fun and upbeat song. Much like hearing a certain song or smelling a scent that reminds us of the past, we tend to associate happiness with events that occur in our lives. We want to be happy but how can we work toward changing our expectations of what happiness is—and isn't?

Pelin Kesebir with the Center for Healthy Minds in Madison says we must understand where enduring happiness lies and what kind of happiness we should—or should not—be pursuing. "The ideas about happiness circulating in culture"—happiness meaning to feel good 24/7 or being attainable through consumption, endless pursuit of thrills, pleasures or achievements — "are oftentimes misleading," she says.

The healthiest way to think of happiness is to think of it as contentment, something Kesebir says we should strive for. Contentment is not dependent on what happens in our lives. Contentment comes from within. Kesebir explains contentment as an ocean. "Contentment is the calmness underneath. The surface is the waves, things that are happening in your life. Underneath, you have the courage to deal with it."

Kesebir gives some helpful nuggets for building contentment:

- *Be comfortable with uncomfortable emotions—anger, sadness, frustration—and accept them as part of life.*

- *Accept where you are in life. Accepting doesn't mean you can't try to make a better life for yourself, it means you appreciate life for what it is.*

- *Be grateful—keep a gratitude journal or write gratitude letters.*

Kesebir says gratitude is experiencing things as a gift given to you. "You can't be grateful and discontent," she says. "If you train your eyes to pick up the good things in your life, you make progress toward being content." —H.T.



# Redefine SATISFACTION

GO FOR INTIMACY, NOT THE “BIG O”

Sex does not always have to end in orgasm. It’s hard to believe because having sex with the goal of orgasm has been ingrained in us.

According to licensed marriage and family therapist Emily Mertens with The Psychology Center, we’re not educated in what healthy sex is. “America is one of the only countries that does this goofy thing that if we don’t reach orgasm, we’ve failed. And then people are uncomfortable to talk about what they want in sex,” says Mertens.

But there’s hope. We can work toward removing the expectations and judgements from sex and still feel satisfied. Mertens says when we take away the expectations, we can be open to what our sexual partner wants and communicate to them what we want. This opens up a variety of ways we can be intimate without needing to have the ultimate goal of orgasm.

Approaching sex without expectations can help alleviate the physical challenges brought on by anxiety, says Mertens. If our partner doesn’t reach orgasm, anxiety can set in and our bodies won’t function. For example, if our partner is having a difficult time getting an erection or getting aroused, instead of sex being off the table, we can do other things to enjoy each other’s bodies.

Mertens explains what she calls the circular model of sex, an approach in which partners can be handsy and touchy and stop there, have oral sex or go all the way. The circular model of sex is not about reaching the goal of orgasm, it’s about enjoying each other. This means we have to carve out time for sex.

With work, kids and other commitments, making time for sex may seem impossible. But if we want to keep a sexual relationship with our partner, it’s necessary. Mertens recommends sex dates—setting aside time every week to have sex. “It’s important to take the time to have sex and conversations about sex,” says Mertens. Ultimately, it can bring us the joy of deeper connection. — *H.T.* 🌸





# Make a STATEMENT

AND DON'T BE SHY ABOUT IT.

Rebelistas rouse! Adorn yourself in contrasting accents! Embrace fall's coolness by draping a smart trench over sleek, cigarette jeans, and its heat, with a fierce crimson clutch. And rock some black stilettos that mean business. The look and the lady—entrepreneur and Vintage Brewery Co-owner Brittany Kraemer—demand attention.

BY RAE SANDERS AND RACHEL WERNER

PHOTOGRAPHED BY APRIL ZELENKA

STYLED BY SHANNA WOLF

HAIR AND MAKEUP STYLING BY AMY SCHNEIDER OF TAH DAH PRETTY SALON

SHOT ON LOCATION AT AC HOTEL, DOWNTOWN MADISON

This page: Sweater Shine Tank by Skull Cashmere, \$173; Neena. Black Stripe Shorts with Belt by Moon River, \$64; Luceo. The Cuff by Jenny Bird, \$95; Twigs. Dark Gray Jersey Bootie by Guess, \$55; Macy's.

Right: Pier Mule with Bow by DKNY, \$136; Macy's. Elin Foiled Lizard Pointed Toe Flats by Calvin Klein, \$115; Macy's.





Previous Page: River Collar by Jenny Bird, \$125; Talon Necklace by AV Max, \$82; Twigs. Gather Sleeve Tee by Semi Gloss, \$110; Dune Beige Trench by Goldie, \$99; Ali High Rise Cigarette Jean by Frame Denim; \$214; Luceo. Raine Cardin Clutch by Hobo, \$168; Cornblossoms.



## ACCESSORIZE with *Attitude*

KICK IT UP!

Punk poise gains traction this fall with edgy graphic tees and distinctive yet casual jackets that exude confidence and creativity, just like artist and hair stylist Holly Meyers [left] and Brittany Kraemer [previous page].



# Get on Your WILD SIDE

COMMAND THE ROOM.

Your inner tigress will shine in a cropped muscle tee and a cut-offs that roars fashion-forward. Gold collar and short boots scream fierce, especially when paired with reds ranging in fashionable hues.

Tiger Muscle Tee by Chaser, \$59; Twigs. Eva Gusset Denim Skirt by GRLFRND, \$156; Luceo. Hammered Mat Gold Collar by AV Max, \$46; Twigs. Eye Silver Boot by Unity In Diversity, \$169; Cornblossoms.



# Rebel in RED

GO FEMININELY STRONG.

Pair bold graphic tees with red-inspired coats that flash attitude. Long, delicate pendant necklaces add an extra feminine flair. So does a bow on a silky scarlet shirt paired with a black leather jacket and an urban edge.

Right: Neck Tie Blouse by Tulip B, \$76; Mes Amies. Sophie High Rise Crop in Paradox by AGOLDE, \$159; Twigs. Leather Bomber by Vince, \$995; Twigs. Bar Posts by Anna Beck, \$90; Twigs. Black Onyx Cabochon Ring by Anna Beck, \$298; Twigs. Vable New Lizard Cow Silk Heel by Calvin Klein, \$115; Macy's.

Bottom: Rebel Tee by Chaser, \$59; Twigs. Le High Straight Leg Jean, \$229; Luceo. Ispirazione Coat in Rosso, \$284; Twigs. Teardrop Pendant Necklace by Tania Rodamilans, \$108; Neena.





# Classy is THE NEW SASSY

RECLAIM THE CLASSIC.

Pair the femininity of vintage styles with bold modern jewelry and shoes for an ensemble with presence.

Above: Structured Shoulder dress, \$168; Mes Amies. Gold spike earrings by Just the Two of Us, \$69; Luceo. Black Onyx Cabochon Ring by Anna Beck, \$298; Twigs.

Right: Division West St Army Jacket by Central Park, \$242; Neena. Oscar Tee, \$28; Zip Dang. Silver Tusk with Silver Chain Necklace by Just the Two of Us, \$69; Diamond Bar Necklace by Just the Two of Us, \$198; Ali High Rise Cigarette Jean by Frame Denim, \$214; Luceo. Journey Calf Hair and Leather Tote by Hobo, \$398; Cornblossoms.



FOR MORE INSPIRATION ON INVIGORATING YOUR LOOK  
THIS AUTUMN AND TO MEET MODELS BRITTANY KRAEMER  
AND HOLLY MEYERS, VISIT [BRAVAMAGAZINE.COM](http://BRAVAMAGAZINE.COM). ✨





# DARING TO BE DIFFERENT

*Taking a nontraditional path—and happier for it*

BY MARNI MCENTEE, PHOTOGRAPHED BY JEN DEDERICH

# BRINGING SOMETHING MORE

*to the Police Force*

**A**lex Nieves Reyes was 14 when her mom brought Reyes and her three siblings from Puerto Rico to New York City. Times weren't easy and the family ended up on the streets, and then in a shelter.

That's when Nieves Reyes found out what a cop shouldn't be.

One evening after dark, her mom sent her and her little sister downstairs to buy a pack of cigarettes. When the two girls came out of the store, a group of boys started grabbing their breasts, crotches and buttocks.

Her sister just wanted to run away. "But I said, 'no, it's not right.'" So, she called the police. It took ages for an officer to arrive and when he got there all he said was "just stay upstairs."

Even as a teen, Nieves Reyes was so disappointed.

"Everything that I have been through I think I mentally prepared myself to say, 'I'm going to help somebody someday. I am going to be better at this.'"

As an adult, she served in the Air Force before moving to Mad-

ison in 2000, where she lives with her husband and three kids. She took the steps toward a law enforcement career and eventually landed a job in the Dane County Sheriff's Department.

"You learn a lot working in the jail. You have to find who you are really quick. It was an experience not only being a woman, but being a foreigner. And, really, I'm not a foreigner, I'm an American."

"I had a supervisor who really diminished everything I did," she says. "It was a lot of proving myself. I had a conflict with who I was—this loving person, but still a strong personality—which is what I thought I should be," Nieves Reyes says. "I get this dream sometimes and I have it repeatedly where I am talking and people aren't listening, and sometimes that's how it feels to be a female in a male's career. But I can't shut up."

Eventually, Nieves Reyes left the sheriff's department and took a post with Madison Police, where she worked for nine years as a patrol officer. She found her fit. "They believed in me from the beginning," she says of the department, where wom-



en make up nearly 30 percent of the force's sworn officers. Of the department's 137 female officers, five are Latina, a police spokesman says.

This year, Nieves Reyes started her new post as a neighborhood officer on the North Side, including the Packers Avenue, Kipling and Northport areas.

In her new role Nieves Reyes says she's thriving, because she can use her "female" strengths, like good communication, empathy and warmth, to help build positive connections, especially as police nationwide are distrusted more than ever, given the recent string of police officers shooting black civilians.

Nieves Reyes works to find out what's behind the high number of police calls in a neighborhood, on a family and community level.

"I have the opportunity to go there and say 'why are we here so much? What is happening? And then I work with that family and try to resolve it. In my opinion and in my experience, I do it through kids.'"

One public way she does the work, says colleague Alison Ahlgrim, is through the East Madison Community Center, where Ahlgrim was assistant director until recently. Proactive about building positive relationships Nieves Reyes first contacted the center after the police shooting of Philando Castile in St. Paul, Minnesota. She's collaborated with the center on several events, including a picnic and a chili cookoff and now makes regular visits to the neighborhood.

"Having her there regularly is the start of her relationship with the neighborhood," Ahlgrim says.

"I think people see her like a mother-type figure. Kind of like a tough love mother, because she'll call you out if you're not doing the right thing. This is part of why people respond to her and I think people also like the fact that she's Latina and they feel better about her looking like them," she says.

"I love the job I'm in now and I think because as a woman I bring so much more," Nieves Reyes says, reflecting on her tough but nurturing presence. "Guys are so testosterone driven," she says. "The thing is, they are going through something really bad...I can talk about it. I can put aside the job and say 'honey, talk to me. What's going on? Do you need a hug?' I'm not afraid of doing that."

“

“I THINK PEOPLE SEE HER LIKE A MOTHER-TYPE FIGURE. KIND OF LIKE A TOUGH LOVE MOTHER, BECAUSE SHE'LL CALL YOU OUT IF YOU'RE NOT DOING THE RIGHT THING.”

- Alison Ahlgrim



---

## A FIT

*in the Trade She Loves*

---

**S**andy Thistle had what it took to be in construction. She was a natural at math and understood mechanics, so she could easily do the figuring it took to make a project plumb. She was strong, having been a gymnast and an aerial dancer—meaning she wasn't afraid of heights.

Which was lucky for her.

Because her first job as a commercial carpenter in 1989 was on a bridge across the Wisconsin River that had been demolished and stripped down to the beams. Five beams, 8 feet apart, stretching from bank to bank.

"My job that very first day, while harnessed into a safety line, was to take these things called walers—each one was a couple of 2-by-4s, shaped like an 'I'—and I had to carry one in each arm, walk on the beam, set one down on the beam and take the other one and swing it over so that the other end hooked on to that other beam 8 feet over." Over and over. The walers weighed 15 to 20 pounds. "It was crazy," she says.

For the first few weeks of that job, she'd go home so tired she'd often just eat and go to bed, too exhausted to shower. "I was just dirty," she says.

As crazy as all that was, though, she loved it and was on a commercial crew for a dozen years before making the move to Madison College, where she co-directs the school's Construction and Remodeling Program.

"It makes me really happy. I like climbing up things, I like wailing on things, I like crawling around," she says. Along with the physicality, she says, "It's the pride in being able to see the result. The math of it. The mechanical part of it. I'm not this brilliant intellect but I get how things work and how they fit together, so that's satisfying."

As the daughter of a Navy man, new places abroad and new experiences had always been part of Thistle's life. "I knew





what it was like to be different,” she says. When her dad retired in 1979, they moved from Maryland to Sauk Prairie, where Thistle spent the last two years of high school. Young women were steered toward nursing and teaching at the time. So, she enrolled in pre-nursing courses at the UW, but they didn’t fit her. She cast about and, on the suggestion of girlfriends apprenticing in the field, gave carpentry a try.

It made sense, says Jen Voichick, one of the former apprentices, because Thistle had the constitution for it: physical strength, a thick skin and the ability to work out in the elements, which scares away many workers—men and women.

“She has a really comfortable feeling with who she is out in the field,” says Voichick, who took Thistle to get her first tool belt those many years ago. And, today, “she’s really interested in promoting the [skilled] trades, for all people, having it be accessible.”

Just six of the 50 Madison College students in the Construction and Remodeling program are women, so both Thistle and Voichick are reaching out now to elementary age girls in hopes of adding a career choice to their quivers. Nationwide, just 1.7 percent of all carpenters, residential and commercial, are women, the Bureau of

Labor Statistics reported in 2014.

“We work really hard at recruitment,” Thistle says. “The bigger problem is not even that there aren’t young people who want to do this work, it’s that we, as a culture, dismiss that work. There’s no prestige in it. Parents want their kids to be a lawyer, they don’t want them to do physical labor.”

Bias—Thistle has faced that in the field, too, but never as badly as she expected.

“It was interesting because I went into the first project [on the bridge] thinking, ‘oh, the physical part will be easy, and the guys are going to be assholes.’ And that first experience, for the most part, was the opposite. The work killed me. And overall the guys were really kind.”

There were exceptions, she says—over-attentive and critical supervisors, getting fired while pregnant, the guy who stole her tools. But she endured in a trade she loved. She was on the crew that built Monona Terrace, and innumerable other commercial buildings in the Madison area.

“That’s one of the things I get out of this work—that pride. Because it’s unique. Like the Monona Terrace—there’s a thing that you worked on that will be there until long after you die. I can go through town and say, ‘I worked on that. I worked on that.’ It’s so cool.”



---

## BREAKING

### *the Brass Ceiling*

---

**N**ot long after Jen Roman joined the Madison Fire Department, she had to make a few adjustments—to her equipment.

Roman found out as a recruit that her standard-issue air tank didn't sit well on her female frame. When she'd look up to grab something on the truck, her helmet would hit the tank on her back, making it hard to move her head, or do her job.

Her supervisor, then lieutenant Ron Schwenn, helped her sort it out.

"What he figured out was that—I have hips—the way that my tank sits is much higher than on a man, so he had to figure out that I have to loosen all my straps and let that tank drop on my back," Roman says.

"Many people would just go, 'she can't do it because she's a woman.' Tokenism. You're different for whatever reason, you make a mistake, and the majority says it's because of your difference, whatever that is," Roman says. Not Schwenn.

Firefighting wasn't something that Roman had really considered as she grew up. Nobody did.

But just after high school in Racine County, Roman says "life swept around me." She had a stint as an acting

major at DePaul University, but she realized she was too shy to be on stage.

So, she quit and enrolled at UW-Milwaukee as an English major, but that didn't stick, either.

When she moved to Madison for the man who would become her husband, she had a couple of jobs and was volunteering as an emergency medical technician. She found that helping people was her passion.

She started teaching EMT classes and a friend nudged her into becoming a paramedic.

"When I graduated and I got my license, the only gig in town was the Madison Fire Department. That was the only place that hired paramedics in the area," Roman says. After 19 years on the force, Roman's risen to captain and oversees the EMS section.

"Nationwide the percentage of female firefighters has been between 4 and 5 percent for 18 years or so," Roman says. The number of women in officer ranks is "statistically insignificant," she says. "I call it the brass ceiling."

Of the roughly 400 Madison fire personnel now, 41 are women, she says.

Recruitment is tough to this day, Roman says, because gender roles are ascribed so young. She remembers



being out in the fire truck about five years ago, and stopping at a school, where the first-grade kids rushed over to the machine. Roman started asking kids what they wanted to be when they grew up. The girls said “teacher, hairdresser or dancer.”

“And then I said, ‘what about a firefighter like me?’ And you could just see the confusion roll over their faces, like I had just spoken in Russian. It was never even a thought,” she says.

Schwenn says it really still comes down to it being a “white man’s world.”

“Despite what we might want to see differently. You just look at it as, in a lot of ways, it’s still a white man’s world and especially in a job like firefighting, which carries this machismo with it. To be a woman in that world, you’ve got a lot working against you,” he says.

So Roman helped launch Camp Hero, which introduces young girls to police, firefighting and other non-traditional occupations.

“We did a lot of research and found out that by the time kids are in kindergarten they already have stereotypical gender roles and assumptions. We also know that if you challenge those assumptions at that age, that they open up to it and consider that,” she says.

“

“DID YOU KNOW THAT THERE’S A  
GENDER NEUTRAL TERM YOU CAN  
USE? IT’S FIREFIGHTER AND  
IT INCLUDES ALL OF US.  
CONSIDER USING IT.”

- Jen Roman

For the women on the force now, Roman says, it’s common thinking that they’re swimming upstream every day. Roman keeps swimming. “That woman has more inner strength and inner drive than a lot of people I’ve ever met,” Schwenn says of Roman.

“The older I’ve gotten and the more ascribed power that I have, the higher my feminist flag waves,” Roman admits. “My strategy now is just to call it out, and not rudely or anything, just to suggest. For example, you hear people use the term fireman. That’s pretty common. My approach to that would be, ‘did you know that there’s a gender-neutral term you can use? It’s firefighter and it includes all of us. Consider using it.’”



# Memory Care

## NAVIGATING THE JOURNEY TO FIND THE BEST FIT FOR YOUR LOVED ONE'S NEEDS

BY AMANDA N. WEGNER

As Baby Boomers enter their senior years, the demand for memory care is growing—and showing no signs of stopping. According to the Alzheimer's Association, one in three seniors have a diagnosis of Alzheimer's when they pass away. Regardless of the diagnosis, caring for a loved one with memory issues can bring additional stress to one's already full life. Luckily, "we are fortunate in Madison to have many care options and opportunities that suit most individuals," says Bonnie Banker, executive director of BrightStar Senior Living.

Here, experts from some of those local care options talk about trends in memory care and how to ensure you find quality, compassionate memory care that's the best fit for your loved one.

## NECESSARY AND VALUABLE

Memory care services, says Beth Johnson, marketing representative for Oakwood Village, are necessary and valuable.

She explains that while services often can be delivered to seniors at home, for safety reasons it can be difficult to serve those with significant memory loss in a house or apartment. And caring for someone with memory care issues can be difficult to bear without support.

"Spouses and adult children acting as a caregiver for a loved one with memory loss can often find themselves overwhelmed or suffering from burnout after providing support for a period of time," says Johnson. This is precisely what makes professional memory care so important.

Oakwood Lutheran Senior Ministries has served Madison since 1948. The organization has two communities, Oakwood Village University Woods on Mineral Point Road and Oakwood Village Prairie Ridge located off American Parkway, and each campus offers a full continuum of care.

Residents in Oakwood Village's memory care programs live in households of 10 residents. While each household includes a small dining and living room area shared by the residents, each resident receives the individual attention and care they deserve. Residents also have access to a secure courtyard to safely enjoy the outdoors as well as life enrichment programming designed specifically for individuals suffering from Alzheimer's or other



# Community Matters

COMPASSIONATE CARE • NATURAL BEAUTY • COMPLETE WELLNESS



OAKWOOD VILLAGE

PRAIRIE RIDGE



OAKWOOD VILLAGE

UNIVERSITY WOODS



**ASSISTED LIVING** and **MEMORY CARE** at Oakwood Village offers a sense of security and safety for residents and loved ones. When someone you love requires daily assistance or care throughout the day, our two beautiful campuses offer community, natural beauty, and unparalleled life enrichment programming to promote all aspects of wellness. As challenges come and go, our highly-skilled team provides compassionate support as needed so that aging adults and their families have the perfect balance of confidence and freedom.

Oakwood Village Prairie Ridge • 5565 Tancho Drive, Madison

Oakwood Village University Woods • 6205 Mineral Point Road, Madison

Prairie Ridge: 608-230-4547 | University Woods: 608-230-4487 | [www.oakwoodvillage.net](http://www.oakwoodvillage.net)

# Specializing in Memories



At Oak Park<sup>®</sup> Place, we believe life stories are the most powerful tool for discovering connections. That's why all residents are invited to share their memories — along with their loved ones — of what is and was important in their lives. These glimpses into a life richly lived help us to make those connections, finding moments of clarity through the confusion that Alzheimer's and other dementia-related conditions may bring.

Our specialized memory care provides a comforting routine in a supportive setting with all that you expect in a place to call home. Contact us today to learn more at (608) 663-8600 or email [madisonsales@oakparkplace.com](mailto:madisonsales@oakparkplace.com).



Assisted Living Facility  
Senior Living Facility  
Rehabilitation Facility  
Skilled Nursing Facility

*Thank  
You for voting Oak  
Park Place<sup>®</sup> Star of  
Madison for 2017*



**MADISON**

618-719 Jupiter Drive Madison, WI 53718

608-663-8600

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



forms of dementia. In addition, Oakwood has a music therapist on staff who offers programming for individuals in memory care throughout the week.

"Music is vital," says Cindy Harris, a resident assistant at Oakwood. "I know residents who are barely verbal, but with their headphones on, they will sing along. It's fantastic."

Harris has seen how advances in technology have made a difference in caring for individuals with memory care needs. For instance, for residents who cannot focus on reading a book, they can now listen to a book with headphones. E-readers are also useful to some residents, and Netflix allows beloved older movies to be played with the touch of a button.

When seeking a memory care facility, Harris suggests talking with staffers to find out how long they've worked there and why they've chosen this line of work.

Harris herself has worked in Oakwood's memory care program for 16 years. While it started as a job that worked around her children's schedules, she's stayed because "I like caring for people.... I love the residents, and I feel like I make a difference to them and their family members."

Another important consideration when seeking memory care for a loved one is whether the facility offers regular training to its employees.

"Memory care is an evolving field, so it is important to find out if the community you are considering has ongoing training," says Johnson.

Oakwood provides dementia-specific training to caregivers on an ongoing basis. For instance, Harris participated in a dementia-specific "train the trainer" event that gave her more knowledge on how to train new staff and support visiting family members.

## INCREASED UNDERSTANDING OF MEMORY ISSUES

Purpose and connection stand at the heart of BrightStar Senior Living's commitment to residents with memory care needs.

A small-footprint community based residential facility, BrightStar Senior Living offers general assisted living and memory care in Madison and soon in Waunakee. Each facility serves up to 36 residents, with 16 units dedicated to memory care.

"Our memory care household focuses heavily on purposeful activities and remaining connected throughout the day with other residents through social programming, meals and quiet time," says Executive Director Bonnie Banker.

As the need for memory care services expands, Banker is thankful that understanding of and education about dementia is becoming more mainstream as stories of dementia are more readily shared in media and as communities and organizations are stepping up education efforts regarding the needs of those with memory loss and how to best support them.

On the care side, an exciting new initiative is the introduction of the federal Health Outcomes, Planning, and Education (HOPE) for Alzheimer's Act, which would require Medicare to pay for a care planning session to provide Alzheimer's patients and their families an early assessment, information about the disease and possible treatment options.

In many cases, under HOPE the practitioner will come to the individual's home to provide the assessments, medication reconciliation, cognitive screens and more.

"The discharge criteria is of greatest importance in these difficult circumstances," she says. "For most individuals, it is heartbreaking to feel like you found the right place and a change in a person's behavior would prompt a notice that a move to a higher level of care is necessary."

When considering a facility, Banker also suggests requesting a second tour of the community with direct care staff (most tours are with a marketing professional) and to bring a trusted friend on a tour who is not related.

"The trusted friend will see you touring the community, not necessarily your loved one in the community, and may pick up on your response and comfort in the environment."

### ROUTINE, FAMILIARITY IMPORTANT

Routine, says Jasmine Rogness, regional director of marketing for Madison's Oak Park Place, is important for individuals with a memory condition. As such, routine is a critical part of the organization's approach to memory care.

"At Oak Park Place, we provide a structured day for all our memory care neighborhoods. Activities are planned with a focus on engagement, joining individuals in their reality and embracing the moments of clarity with them," says Rogness.

Oak Park Place offers a full continuum of care for seniors, including independent living, assisted living, memory care, orthopedic rehabilitation and skilled nursing. Memory care includes options in both the assisted living and skilled nursing settings to accommodate individuals as their needs progress.

# BrightStar<sup>®</sup> Senior Living

ASSISTED LIVING | MEMORY CARE

*Continued Purpose  
with a Higher Standard*



- Daily Life Enrichment Programming
- Community Outings
- In-Community Performances
- Weekly Pet Visits

## MADISON

6550 Schroeder Rd.  
Madison, WI 53711  
608-620-7900

## WAUNAKEE

1001 Quinn Dr.  
Waunakee, WI 53597  
608-849-2322

*Opening  
Summer 2018*

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

*Independently Owned & Operated*



## Skilled Nursing and Rehab

**Four Winds Skilled Nursing & Rehab**  
44 Beds that provide short term rehab and/or long term skilled care.

## The Cove

**The Cove Assisted Living Memory Care**  
12 private rooms in a state of the art unit providing dementia specific care.



"As care needs change, residents can move from one part of the community to another, often moving with neighbors and friends. The change from one part of the community to another offers familiarity, as well as options for spouses to remain close when the needs of their loved one change."

Oak Park Place has more than 300 units across this care continuum throughout its Madison campus, with about 70 units dedicated specifically to memory care at its Autumn Lane facility.

In seeking a community, look for a place where your loved one will feel at home. For instance, if your loved one enjoys music, ask about the facility's music programs. At Autumn Lane, programming and activities focus on a resident's individual needs and long-term memory with a goal of promoting independence and fulfilling each individual's needs. Plans are tailored to each resident based on their current abilities and cognition.

Because routine is so important for individuals with memory concerns, once you do find a facility for your loved one, Rogness suggests trying to make the room look as similar to home as possible before your loved one arrives. This includes hanging pictures on the wall and making sure a favorite comforter is on the bed or chair. This way, "when your loved one walks into his or her new apartment, they'll be surrounded by familiar, comforting items."

## SEARCH FOR CONSISTENCY AND TRUST

Serving Verona and surrounding communities, Four Winds Manor & Lodge uses its size to its advantage: The Cove, its recently renovated memory care facility, offers 12 private rooms in a secure unit.

"Because we are small in size, our staff members do an excellent job of developing trusting, meaningful relationships with our residents so they become like family," says Martha Roth, admissions and marketing coordinator.

Privately owned and operated, Four Winds provides a continuum of care that includes skilled nursing, therapy rehabilitation and assisted living in addition to memory care.

As staff turnover can be detrimental when working with someone with dementia, consistent staff is key in anticipating a resident's needs, developing a trusting relationship and ensuring the resident is well cared for. To that end, Roth tells families to pay special attention to staff and caregivers when touring a facility.

## Harborside

### Harborside Assisted Living

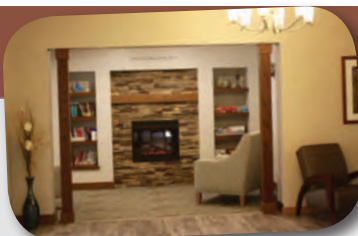
11 private rooms that will meet the needs of those requiring more physical assistance and whom may be more medically complex.



## Trade Winds

### Trade Winds Assisted Living

12 Suites that provide care for residents that do not require 2 staff members for physical assistance and transfers.



FOUR WINDS

*Better Care. Better Living.*

303 S Jefferson St, Verona, WI 53593 • (608) 845-6465 • fourwindsmanor.com

# 24/7 Peace of Mind

Take a tour of our beautiful care facilities and talk with our friendly staff. Call today to set up your visit.

## **SSM Health St. Mary's Care Center**

3401 Maple Grove Drive

Madison, WI

608-845-1000

[stmaryscarecenter.net](http://stmaryscarecenter.net)

- Short-Term Rehabilitation
- Long-Term Nursing Care
- Memory Care

## **SSM Health St. Clare Meadows Care Center**

1414 Jefferson Street

Baraboo, WI

608-356-4838

[stclare.com/meadows](http://stclare.com/meadows)

- Recovery Care
- Assisted Living
- Skilled Nursing



# **SSM**Health®

"Are they smiling? Do they appear happy? Are they on the floor interacting with the residents? Look for positive interactions between direct care staff and the residents. If the staff members look and appear like they enjoy the work that they do, the risk for turnover is much less."

She also encourages family members to ask the potential facility if they can bring their loved one for lunch or a social event. This gives the resident an opportunity to become more familiar with the staff and new environment while allowing the family to observe how the staff interacts with their family member.

Like other facilities, Four Winds sees the critical value of music therapy and is in its second year of offering the Music & Memory program, which provides memory care residents with iPod Shuffle preloaded with a personalized playlist.

"Our brains are hard-wired to connect music with long-term memory," says Roth. "Through severe Alzheimer's and dementia, more recent memories are compromised, but memories from the past are very well preserved. Favorite music associated with important personal events is forever linked and can be recalled by listening to special music. Our staff members are then able to use this tool to provide a pleasurable experience for our residents."



## A DIFFICULT BUT REWARDING JOURNEY

While the memory care field continues to improve its approach to care, one of the most substantial advances Heather Stapelmann, a registered nurse at SSM Health St. Mary's Care Center, has seen isn't inside facilities, but outside.

"Over my 18 years providing dementia care, things have changed a lot but the most important aspect of all these chang-

es is the community's awareness, self-education and perception of dementia," says Stapelmann, nurse manager of the facility's Memory Care Unit. "It's important for everyone to understand that while this can be a very difficult journey for individuals with dementia and their families, it can still be a very special experience full of love and life in the right care environment and with the right care team."

The St. Mary's Care Center provides residents with short-term rehabilitation, long-term care and memory care. In 2016, the facility expanded from 46 memory care beds to 69 divided into three "neighborhoods" to provide more personalized care.

While St. Mary's often incorporates new approaches into its care practices, Stapelmann says what works best is taking each individual as they are and tailoring their care.

"Our goal is to embrace the residents and their families where they are at, to develop care and life to meet their specific needs through a resident-centered care approach. With memory care, many times all we have are moments and we try our best to make those moments count."

## WALKING THE JOURNEY TOGETHER

The ultimate goal is to find a cure for Alzheimer's disease; but until that happens, All Saints Memory Care will continue to focus on providing health care of the highest quality to its residents, says Jessica Saalsaa, a registered nurse. "At All Saints Neighborhood, we have five nurses to monitor the health of our residents," says Saalsaa, who is also the administrator of the memory care residence. "Health needs can change so quickly for seniors. We make it a priority to stay in close communication with family members and medical providers."

Their staff also focuses on symptom and behavior management and non-pharmacological interventions. Staff members are trained to anticipate resident needs like hunger and to keep their lives enriched through structured daily engagements, like their Music and Memory Program. "This helps decrease their anxiety about what the day holds for them," says Saalsaa. "We focus on changing ourselves and the environment, not the person. And if the interventions we provide aren't successful, we collaborate with the family and medical provider to determine the next best option for the resident."

"In the end, our goal is to walk alongside family members through this memory care journey," says Saalsaa. "Our staff members lovingly take on the physical care and health care of a resident so family members can better enjoy their role as spouse, son or daughter."

care that  
**CONNECTS**

**Celebrating your successes.  
Supporting you through struggles.**

**These are the benefits of building  
long-term relationships.**

 **All Saints  
Neighborhood**  
*Spirited Senior Living!*

Assisted living & memory care  
services of the highest quality.

Call today to learn more!

**(608) 827-2772**

**allsaintsneighborhood.org**



Control your natural light in style. Call today to schedule your FREE in-home consultation!

Budget Blinds of Madison  
807 Liberty Drive, Ste. 104  
Verona, WI 53593

**budgetblinds.com**

West: 608-827-2212

East: 608-838-9999

**Budget  
Blinds**  
*Style and service for every budget.™*



No-questions-asked warranty + no-surprises price = no brainer.

Don't DIY. Have an expert do-it-for-you. Budget Blinds gives you an exclusive combination of design-driven products, expert service, no-surprises pricing, and our no-questions-asked warranty.

## *Premium banking solutions* FOR BUSY PROFESSIONALS

Private Banking can deliver unique benefits for executives, entrepreneurs and other busy professionals. A Starion Bank Private Banker is your single point of contact, tailoring services to your specific financial needs and objectives. From loans to deposits to home financing and more, clients have access to a wide array of exclusive benefits and services.

Contact Iliana today or learn more at [starionbank.com](http://starionbank.com).

Middleton | Monona | Sun Prairie

**Iliana Tcherneva**  
608-829-4570



Member  
FDIC

**Starion**  
BANK



*BEFORE*  
**JUMPING AROUND  
AT CAMP RANDALL**



*AND AFTER*  
**STROLLING  
ALONG STATE**

**EXPERIENCE ALUMNI PARK**

The new landmark on the lake

**VISIT ALUMNIPARK.COM**

for a schedule of fall events.



**724 LANGDON STREET, MADISON**

*Between Memorial Union and the Red Gym*

“  
Know how  
to handle  
what's next ...  
”



Ask for



**Agrace**

Physical, Emotional  
& Spiritual Care  
at home

**(608) 729-5660**  
**agrace.org**

# GO+DO

## DRINKS

### — RAISE A GLASS! —

Nothing pairs so well with the warm autumn light and fiery scenery as does a good glass of wine enjoyed with good friends. Make a date to toast each other, and the season, at area wineries' new digs, one in Verona, the other in Waunakee. Cheers!

*Learn more about the wineries and their varietals in EATS + DRINKS, P. 78.*



PHOTOGRAPHED BY SUNNY FRANTZ



## TRAIPSING VINES SIP AROUND THE OUTSKIRTS OF MADISON

BY RACHEL WERNER

**SKIRTING THE LUSH RIDGES OF MADISON'S** outer borders, two wineries recently opened expansive spaces—signaling Wisco palates are clamoring for an elevated drinking experience.

Trestles of green vines stretch along the front entrance to **Drumlin Ridge Winery**, tucked off a winding stretch of River Road in Waunakee. And well-travelled wine aficionados may find the locale more Californian than Wisconsin in ambiance thanks in part to the open-air main building's patio running the full length of the back facade.

"Close family friends provided a gateway for us to explore the Central Coast winemaking region in California," owner Dave Korb states. "The next step was finding a custom crush facility to

produce and bottle the wine for us in that part of the country until the grapes we've planted on our property here are ready to be harvested."

Capitalizing on this connection, the bulk of the 22 varietals Korb and his family currently make are the ones they've grown to love on their trips out West. Pinot Gris and Albariño are light-bodied standouts and nicely contrast the robust, fruit-forward notes in their Syrah and Pinot Noir Reserve. "It's amazing even how wine can still evolve once it's in the glass," he explains. "So as a winemaker I hope everyone who comes will see this is really all about the love of wine."

PHOTOGRAPHED BY SUNNY FRANTZ



A similar passion for elevage—maturing wine from its infancy to the adequate maturity for consumption—prompted **Fisher King** owner Alwyn Fitzgerald in 2006 to open a winery in downtown Mount Horeb. The popularity of its weekly live music events and award-winning reds Troll Town and Marquette (both made from grapes grown in Southern Wisconsin) put Fitzgerald on the hunt for more square footage to meet increased production demands and provide more event space for guests.

"I loved the quaintness and pedestrian-friendly atmosphere of where we started," he reflects. "But there's so much potential for the wine bar and tasting room now in this new development hub in

Verona that it's hard not to be excited about the future."

Having a bigger venue means more events are also on tap at Fisher King such as happy hours, trivia nights, weddings and corporate functions.

Fitzgerald is also eager to get more collaboration going amongst the other neighboring businesses. "I hope people know they are more than welcome to settle in at the bar after snagging pizza from Sugar River across the parking lot," he says. Good info to have since the BRAVA office is only a stone's throw away—and wine pairs perfectly with almost any lunch. [drumlinridgewinery.com](http://drumlinridgewinery.com). [fisherkingwinery.com](http://fisherkingwinery.com). 🍷



PIZZERIA, RISTORANTE & WINE LOUNGE



1828 Parmenter Street, Middleton  
608.833.0033 • [www.villadolcecafe.com](http://www.villadolcecafe.com)  
Open 11am - 10pm Monday - Saturday

Gourmet Pizza • Pastas  
Happy Hour Specials • Catering



RUTH KNEW HOW TO  
**SEAL A BUSINESS DEAL.**  
AND IT ALWAYS INVOLVED STEAK.

PRIVATE GROUP  
DINING & CATERING AVAILABLE



**RUTH'S CHRIS STEAK HOUSE**

THIS IS HOW IT'S DONE.

Middleton • 608.828.7884 • 2137 Deming Way



**Wild Birds Unlimited®**  
Your Backyard Birdfeeding Specialist®  
[www.wbu.com](http://www.wbu.com)  
8402 Old Sauk Rd. Middleton, WI  
608.664.1414

**Coaster Sets**  
Beautifully Painted and Illustrated



Available in  
14 Different  
Collections



**Now Enrolling!**  
Fall Open House  
October 28, 1-3 pm  
Walbridge School




7035 Old Sauk Rd., Madison • [walbridgeschool.org](http://walbridgeschool.org)



**IMPERIAL GARDEN**  
LUNCH • DINNER • COCKTAILS  
CARRYOUTS • BANQUET ROOMS  
Voted best in Madison for 34 years




**608.238.6445**  
2039 ALLEN BLVD., MIDDLETON  
CORNER OF UNIVERSITY AVE.  
[www.imperialgarden.com](http://www.imperialgarden.com)




**Celebrating Ten Years of Local Fare  
with French-Belgian Flair**

**From Scratch, Seasonally-Sourced Menu**

**300 World-Class Craft Beers  
100 Belgians • 30 Wines by the Glass**



**BRASSERIE V**  
NEIGHBORHOOD EATERY & TAP ROOM



1923 Monroe St. • 608-255-8500  
[www.BrasserieV.com](http://www.BrasserieV.com)

**BRAVA**  
MAGAZINE

**SUBSCRIBE  
ONLINE TODAY!**

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



EATS

## NOODLED TO PERFECTION

RP'S PASTA COMPANY'S  
SAVORY STRINGS

BY JULIE ANDREWS

**RP'S PASTA COMPANY FOUNDER** and master pasta maker Peter Robertson's primary goal is to give customers a phenomenal food experience. "I'm proud of making food people like to eat. I want them to take a bite, pause for a second and say... 'This is so good.'" *To learn more about Tribe Nine Foods, visit its websites: [rspasta.com](http://rspasta.com), [yumbutter.com](http://yumbutter.com) or [onatreats.com](http://onatreats.com).*

### Product

Having begun with over 30 pasta varieties, Robertson later downsized the product line to a handful of best sellers and seasonal varieties. "Farm to fork with a conscience" is its motto, meaning the RP's crew sources the ingredients from mostly Midwestern farms. Fave products like egg linguine and four cheese tortellini, which Robertson calls familiar pantry staples. "People just like them them." RP's also features award-winning, certified gluten-free pastas made from California-grown brown rice.

### Philosophy

Robertson grew up cooking with his mother and started RP's Pasta Company with his father and brother in 1995. To help generate a focused business plan, Rich Ciurczak came on as president in 2009 and his sons Will and Steve joined RP's later. The team recently joined forces with the Madison-owned nut butter company YumButter and Ona Treats of Colorado to make Tribe Nine Foods. All three product lines feature natural, wholesome ingredients.

### Passion

While visiting northern Italy in the early '90s, Robertson wondered: "Why does their pasta taste so much better than what I'm used to?" Freshness was the reason, he would realize, after tasting the best Carbonara of his life. This dish inspired him to create a line of small-batch, handmade pastas to give as Christmas gifts. His artisan pasta caught on fast as local chefs began to feature it on their menus. Now RP's fresh pasta products are available nationally. Robinson's newest goal is to create recipes that fuse products from all three Tribe Nine brands. "It's work," he says. "But it makes me smile." 🍝

PHOTOGRAPHED BY JEN DEDERICH

JOIN US FOR A  
**WICKEDLY** GOOD TIME  
AT A COSTUME GALA  
SO LAVISH IT'S **SPOOKY**.

---

**WONDER BALL**  
*Halloween Soiree*

presented by  
**Peggy & Tom Pyle**

**October 27, 2017**  
at Madison Children's Museum

---

SUMMON YOUR TICKETS  
NOW BEFORE THEY  
**VANISH**

 **madison  
children's  
museum**

[MadisonChildrensMuseum.org](http://MadisonChildrensMuseum.org)



## PURPLE REIGN

DEVIL'S LAKE LAVENDER BRINGS THE FRENCH COUNTRYSIDE TO THE HEART OF WISCONSIN.

BY SHELBY DEERING

**LAVENDER SATURATES MUCH OF MY LIFE**—the essential oils, lotions and sachets that line my bathroom shelves. The fragrant plants that grow in my little garden. And this summer, I finally visited a lavender farm for the first time, and I didn't even have to buy a plane ticket.

I've always dreamed of meandering around the dreamy purple lavender fields of Provence, and I found a slice of it in none other than Baraboo. Coaxed by a grand opening celebration, I found myself spending an after-



noon sipping lavender lemonade, picking up body wash at the gift shop and deeply soaking up the scent of the fields at Devil's Lake Lavender.

This is the very experience that Rebecca Powell Hill and her family set out to create when they planted the seeds of their venture. As the co-owner and CEO, Rebecca is cultivating this destination with her daughter, Gabrielle Powell, and husband, James W. Hill, serving as vice president of marketing and development and president respectively.

The lavender fields are miles from the couple's careers. A Baraboo native, Rebecca has worked as a television producer on a health show for the Lifetime network. James is a dentist and lifelong resident of Madison.

Just opened in July, the family started Devil's Lake Lavender right on the 17 acres surrounding their home, only one mile west of Devil's Lake State Park. As Gabrielle explains, lavender is admittedly a difficult plant to grow in this climate. But luckily, Gabrielle happens to be studying biochemistry and molecular biology at Marquette, and is doing a field study of cold-hardy lavender on her family's land. With science and heart on their side, their goals are becoming a reality.

Calling the fields a "legacy project," Rebecca says, "As you grow older, you want to leave a lasting imprint on your children about what is most important to you."

Starting with 3,000 lavender plants in 2016, they bloomed beautifully, providing reassurance as they added 12,000 new plants this year. Upon visiting, you'll be greeted by 32 lavender varieties, although the farm's claim to fame is English Lavender.

*Continued on P. 88*



# AVANI SPA

AT THE ABBEY RESORT



ESCAPE. UNWIND. REFRESH.

## AVANI SPA

.....

You deserve relaxation and rejuvenation like only Avani Spa can offer! Escape to Avani and unwind in an oasis of tranquility. Let your mind, body and soul refresh as you are pampered during one of our signature spa treatments. Find self-renewal while relaxing at the Avani atrium pool. We invite you to escape, unwind and refresh at Avani Spa.

.....

### ASK ABOUT AVANI'S CURRENT SEASONAL SPECIALS

.....

*To start your relaxation, call*

(800) SPA - 1000

or visit [theabbeyresort.com](http://theabbeyresort.com)



## INDULGE IN SOPHISTICATION

#ExploreEdina



EXPLORE  
**edina**

With its diverse and inviting mix of shops and restaurants, Edina is the ideal place to stay, play and shop in the Twin Cities Metro Area. Read more about experiences in our community at [ExploreEdina.com](http://ExploreEdina.com).



## Autumn Getaway

Enjoy fresh regional cuisine in our lakeside restaurants, play golf on nearby courses, indulge in soothing treatments at Aspira Spa, take a culinary course at our cooking school, or just enjoy the beauty of autumn at *Your place on the lake.*™

The **Autumn Getaway** includes a one night stay and a \$20 dining credit. From \$189 per night, plus tax.

Available October 1–November 30, 2017; based on availability.

For reservations, call 855.990.0028.



Elkhart Lake, WI • [osthoff.com](http://osthoff.com)



# Wisconsin's Best Shopping

As the leaves change and the temperatures drop, we invite you to make the Fox Cities your Fall getaway destination! Take part in a variety of events, festivals, and family activities all while enjoying the state's best shopping.

SHOP • DINE • EXPLORE • EXPERIENCE



Start planning your Fall getaway today at [FoxCities.org/holidays](https://www.FoxCities.org/holidays)   



If you're looking for a best-in-class spa and wellness experience, you'll find it here. Our highly-trained staff offers a full menu of massages, facials, nail and hair services, and fitness classes — from Foundation Training to Vibrant Flow Yoga, this is the place.



— THE —  
**EDGEWATER**

MADISON'S PLACE.

608.535.8200 | [theEdgewater.com](http://theEdgewater.com)





Heidel House  
Resort & Spa

*Where your Fall  
getaway isn't  
too far at all!*

Just a short drive north of  
Madison, a great location to  
escape to the lake!

Enjoy a luxurious Spa  
Retreat, endless miles of  
lakefront, and a variety of  
dining experiences are just  
the start to your stay in  
Green Lake, Wisconsin.

Call 800.444.2812 to make  
your reservation now.

HEIDELHOUSE.COM  
GREEN LAKE, WI



**First  
Choice**  
DENTAL

**Dentist-Owned • Incredible Staff • Conveniently Located**

**Campus • Downtown • East Madison • Fitchburg  
Middleton • Stoughton • Sun Prairie • Sun Prairie North  
Verona • Waunakee • West Madison**

**608.848.5366 firstchoicedental.com**

follow us  



*“Do what’s best for  
family, company and community.  
We are here to make a difference  
in this world.”*

*- Helen Johnson-Leipold  
Chairman of Johnson Financial Group*

## CTM's 52nd Season Kicks Off with Madagascar!



Children's Theater of Madison is proud to present our 2017-2018 Season. We feature three fabulous musicals: *Madagascar — A Musical Adventure*, the regional premiere of *Tuck Everlasting*, and *A Diary of a Worm, a Spider and a Fly*. Also enjoy the heartwarming, *Miraculous Journey of Edward Tulane* and Madison's finest holiday tradition – *A Christmas Carol*.

We can't wait to see you, so come along...wild adventures and memorable journeys await!

Don't miss opening night.



**October 6th at 7pm**

*DreamWorks Madagascar –  
A Musical Adventure*

The Playhouse at Overture Center



**JOHNSON**  
BANK®

**JOHNSONBANK.COM**

**BANKING WEALTH INSURANCE**



*Continued from P. 88*

The land also acts as a paradise for honeybees and monarchs, populations that are quickly becoming endangered.

“Next year, we hope to be home to over five million honeybees as well as developing a full garden area for monarch butterflies,” says Rebecca.

Visitors have been buzzing around the fields as well, stopping by to “U-pick” and harvest their own lavender. In late 2017, Devil’s Lake Lavender is launching an on-site medi-spa featuring all-natural lavender products, medical-grade skincare offerings, retreats and wellness activities. In 2018, Climber’s Café will open with a focus on small-batch coffee roasting and lavender-infused meals. In the same year, they’ll add a farmstay with lodging for guests, complete with overnight spa services with the invitation to work alongside farm staff.

As if that wasn’t ambitious enough, the farm has started to hold classes. A sampling of the topics includes lavender-wreath making, using essential oils in dog therapy, writing retreats—you can even participate in yoga classes amongst lavender plants, set to rhythmic drumming.

Or, you can simply stop by and breathe it all in.

“There is no charge to visit Devil’s Lake Lavender,” says Rebecca. “If people want to just come to enjoy the sights, smells and walk the fields, they are welcome. We want to offer the lavender experience to as many people as we can.”

As I sit here, lavender essential oil is in my diffuser, permeating my office. For me, and for many others, there are few things better than lavender to soothe and relax. And there are few places as peaceful as Devil’s Lake Lavender. [devillslakelavender.com](http://devillslakelavender.com). 🌸

PHOTO BY JOE GARZA

JOIN US FOR THE



# Butterfly Gala

THE EDGEWATER

October  
28



Gourmet dining

One-of-a-kind auction items

Unique raffle prize from  
William Thomas Jewelers

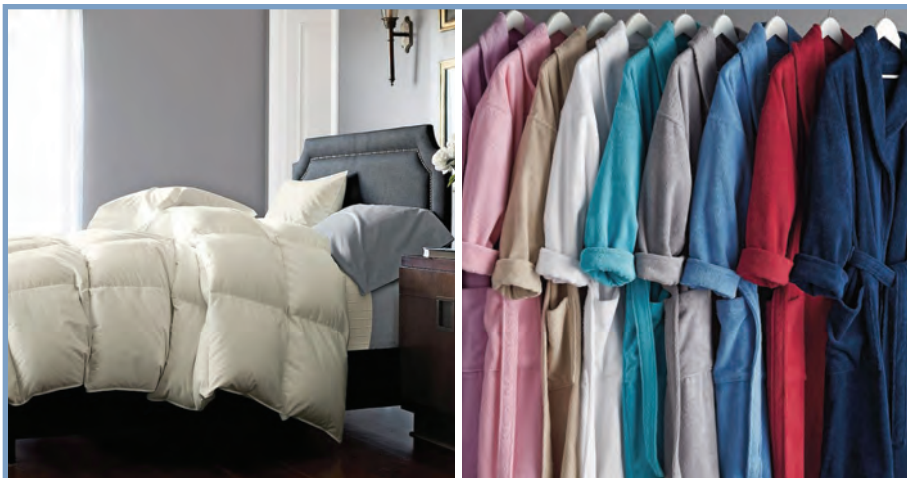
**CHRYSLIS AFTER PARTY**  
with live music by Madison Red  
and The Band That Time Forgot

**RSVP Today:**  
[Agrace.org/gala](http://Agrace.org/gala)  
or (608) 327-7239

\$175 per person



All proceeds benefit  
patients & families served  
by Agrace HospiceCare.



## The Company Store

We're all about comfort.

EST 1911

Specializing in all of your bedding needs. All comforters and pillows are handcrafted in our La Crosse, WI factory.

**First Time Ever, 60% Off All Comforters!**

Monday-Friday 10am-7pm

Saturday 10am-6pm • Sunday 11am-5pm

7404 Mineral Point Rd, Madison

**608-833-8333**

Madison location only. In stock merchandise only. Offer valid through 10/31/17

## Yoga at Harbor Wellness Studios

Yoga Classes: Yoga Flow, Yin Yoga, Everybody Yoga

HOT Yoga Classes: Hot Power Flow, Hot Yin & Roll, Hot Fusion



HarborWellnessStudios

[www.harborwellnessstudios.com](http://www.harborwellnessstudios.com) | 608.821.6501

2711 Allen Blvd | Middleton | WI | 53562

## OCTOBER

## EVENTS



FOOTLIGHTS.COM®

## PERFORMING ARTS

**3-8 | TIMES VARY**  
**"A GENTLEMAN'S GUIDE TO LOVE AND MURDER"**

Monty, an heir to a family fortune sets out to jump the line of succession by—you guessed it—eliminating the eight relatives who stand in his way. *Overture Center, Madison. overture.org.*

**13-28 | 7:30 P.M.**  
**"THE MINEOLA TWINS"**

This award-winning satire examines the women's movement in post-World War II America, as seen through the lives of identical twins, Myra and Myrna. *Kathie Rasmussen Women's Theatre, Madison. krasstheatre.com.*

**14 | 8 P.M.**  
**GRAHAM NASH**

Legendary artist Graham Nash continues to support his recent studio album, "This Path Tonight," which was released worldwide last year. *Overture Center, Madison. overture.org.*

**15 | 7:30 P.M.**  
**BUDDY GUY**

At age 80, Buddy Guy is a Rock and Roll Hall of Fame inductee, and a major influence on rock titans like Jimi Hendrix, Eric Clapton and Stevie Ray Vaughan. *Overture Center, Madison. overture.org.*

**24 | TIMES VARY**  
**"RATS IN THE WALL"**

World premiere of this adapted HP Lovecraft short story in a night of staged readings of classic horror shorts. *Overture Center, Madison. overture.org.*

**26 | 7:30 P.M.**  
**BUMPER JACKSONS**

The band that refuses to be put into a box, the Bumper Jacksons blend roots jazz, country swing and street blues for a raucous night of unforgettable music. *Overture Center, Madison. overture.org.*



## ENTERTAINMENT

**6 | TIMES VARY**  
**GALLERY NIGHT**

Draw inspiration from over 65 arts-themed activities, venues and pop-up events during the fall installment of this biannual event. *Locations vary, Dane County. mmoca.org.*

**6 | 5 P.M.**  
**LATINO ART FAIR**

Meet 25 local Latino artists as they exhibit and sell their artwork, including paintings, photography, pottery, jewelry, dolls, music and more. *Overture Promenade Terrace, Madison. overture.org.*

**6 | 7:30 P.M.**  
**LA SANTA CECILLIA**

La Santa Cecilia exemplifies the hybrid of Latin culture, rock and world music, drawing inspiration from their Latin American influences and Mexican heritage. *Overture Center, Madison. overture.org.*

**7 | TIMES VARY**  
**DUCK SOUP CINEMA: "THE FRESHMAN"**  
 This hilarious Harold Lloyd comedy tells the story of a college freshman trying to become popular by joining the school football team. *Overture Center, Madison. overture.org.*


**20 | 8 P.M.**  
**"SYMPHONIE DRAMATIQUE"**

Symphonie Dramatique is a mordant look at the mythical couple Romeo and Juliet. Eight dancers present a vibrant homage to the original tale. *Overture Center, Madison. overture.org.*

**20-21 | TIMES VARY**  
**"PUSH"**

Push takes ballet to the edge of the art form, pairing its drama and precision with contemporary choreography and music. *Bartell Theatre, Madison. madisonballet.org.*

**22 | 4:30 P.M.**  
**MARIE BENEDICT BOOK READING**  
 Listen to "The Other Einstein" author read excerpts from her novel about Einstein's wife, who was also physicist and may have played a role in formalizing the special theory of relativity. *702WI, Madison. 702wi.com.*

**23 | 7:30 P.M.**

**ORGANIST KEN COWAN & VIOLINIST LISA SHIHOTEN**

Brilliant Canadian organist Ken Cowan and Juilliard-trained violinist Lisa Shihoten make their Overture debut. Madison Symphony Orchestra, Madison. [madisonsymphony.org](http://madisonsymphony.org).

**25 | 7:30 P.M.**

**"AN EVENING WITH DAVID SEDARIS"**

With sardonic wit and incisive social critiques, Mr. Sedaris has become one of America's pre-eminent humor writers. Overture Center, Madison. [overture.org](http://overture.org).

**FAMILY**

**6-22 | TIMES VARY**

**"MADAGASCAR"**

Follow four furry friends who find themselves on an unexpected journey to the "wild" world of Madagascar from their home in New York's Central Park Zoo. Children's Theatre of Madison, Madison. [ctmtheater.org](http://ctmtheater.org).

**22 | 9:30 A.M.**

**SPOOK-TACULAR HALLOWEEN BASH**

Get ready to rule trick-or-treating by designing a take-home candy bag. Creepy, crawly, spooky or silly—no matter how it's decorated, these bags will be the coolest way to collect sweets. DreamBank, Madison. [dreamfearlessly.com/dreambank/events/](http://dreamfearlessly.com/dreambank/events/).

**22 | 3 P.M.**

**"MY FATHER'S DRAGON"**

Children and adults alike will be enchanted as movement, magic and masks combine to bring to life the friendship between a young hero and a dragon. Overture Center, Madison. [overture.org](http://overture.org).

**25 | 3 P.M.**

**DOWNTOWN MADISON FAMILY HALLOWEEN**

Join in the Spooktacular fun along the Capitol Square and State Street, with hay rides, festive shows, crafts and trick-or-treating opportunities galore! Downtown Madison. [visitdowntownmadison.com](http://visitdowntownmadison.com).

**25 | TIMES VARY**

**KIDS IN THE ROTUNDA: MADSCIENCE**

A real Mad Scientist will entertain kids with floating eyeballs, melting a green witch and figuring out how to help our friend who ate too much Halloween candy. Overture Center, Madison. [overture.org](http://overture.org).



# MADISON OPERA

*The most popular opera in the world!*

# Carmen

BY GEORGES BIZET

NOVEMBER 3 & 5, 2017

OVERTURE HALL

*Sung in French with projected English translations*

Tickets start at \$18!

[madisonopera.org](http://madisonopera.org) | tickets 608.258.4141 |



*Pianos attuned to all lifestyles.*



Whether you enjoy creating musical masterpieces or bold statements for your home — or both — Heid Music offers a vast selection of beautiful grands and the finest digital and acoustic pianos.

For the elegant look and grand sound of a new piano, visit our convenient Madison location. Or search our new and used inventory online @ [HeidMusic.com](http://HeidMusic.com).

## HEID MUSIC

Madison | 7948 Tree Lane (Beltline & Mineral Point Rd.) | 608.829.1969



#### AN EPICUREAN EVENING

Indulge the senses with tastes that excite and panoramic views that impress at the fourth annual Clean Wisconsin's Epicurean Evening. Enjoy exclusive offerings from Madison's top culinary talent including the head chefs of Cento, Sardine, Field Table and Merchant Handcrafted cocktails, Octopi Brewing craft beer, a live and silent auction and wine pull are also part of the night's festivities. All proceeds support Clean Wisconsin's mission to preserve and protect Wisconsin's clean air, water and natural heritage. Oct. 5. Monona Terrace, Madison. [cleanwisconsin.org](http://cleanwisconsin.org).

29 | 9:30 A.M.

#### HALLOWEEN AT THE ZOO

Break in your costume and get a head start on your trick-or-treating at the Henry Vilas Zoo. Walk exhibit to exhibit instead of door-to-door, and be sure to stop by the activity tent for some extra fun. Henry Vilas Zoo, Madison. [vilaszoo.org](http://vilaszoo.org).

#### SAVOR

1 | TIMES VARY

#### FALL FOOD CART FEST

Sample cuisine from over 18 food carts while enjoying beer, yoga and live music at this fourth annual event. Breese Stevens Field, Madison. [projectkinect.com](http://projectkinect.com).

3-7 | TIMES VARY

#### WORLD DAIRY EXPO

Calling all dairy enthusiasts to participate in this exchange of ideas, cutting-edge technology, contests and more. Alliant Energy Center, Madison. [worlddairyexpo.com](http://worlddairyexpo.com).

*Your partner along the journey.*



**Alzheimer's & Dementia Alliance**  
OF WISCONSIN

support@alzwissc.org  
608.232.3400 or 888.308.6251

[www.alzwissc.org](http://www.alzwissc.org)

**GALLERY NIGHT  
FABRIC SALE KICK-OFF  
FRIDAY, OCT. 6, 5-9 PM**

Roman Shades, Drapery,  
Pillows, Upholstery  
Now's the time to get the fabric!

**2017 FALL FABRIC SALE**  
October 6 - October 21

Creative Energy Designs, Inc.  
125 S. Dickinson St., Madison • 608-256-7696  
[www.CreativeEnergyDesignsInc.com](http://www.CreativeEnergyDesignsInc.com)

*Indulge  
your  
Senses*

*...with award  
winning micro-batch  
hand crafted confections.*

*Locally sourced ingredients +  
the finest chocolate from around the  
world + honesty = Love.*



**COCO VAA**  
*chocolatier*

WWW.COCOVAA.COM • 1.888.803.6122  
1 SHERMAN TERRACE • MADISON, WI



*She's been there for you all your life.  
Now let's be there for her.*

**Monona Meadows**  
250 Femrite Dr., Monona  
608-221-4422 | [www.rhf.org](http://www.rhf.org)

For persons who are at least 62 years  
years of age or at least 18 years of  
age and mobility impaired.

**A Retirement Housing Foundation® Community**

RHF's mission is to provide various housing  
options and services for older adults, low income  
families, and persons with disabilities, in an  
environment which enhances their quality of  
life—physically, mentally, and spiritually.



**5 | TIMES VARY**  
**DINE OUT FOR DAIS**

Take advantage of the diverse cuisine Madison offers while also providing support and awareness for domestic abuse survivors. *Locations vary, Dane County. [abuseintervention.org/dine-out/](http://abuseintervention.org/dine-out/).*

**7 | 12 P.M.**  
**QUIVEY'S GROVE BEER FEST**

Sample over 100 beers from forty-five local breweries, all while enjoying live music, great food and a festive atmosphere. Quivey's Grove, Madison. [quiveysgrove.com](http://quiveysgrove.com).

**10-15 | TIMES VARY**  
**MADISON COCKTAIL WEEK**

Collect fabulous new recipe ideas—and even more wonderful memories while meeting local bar industry innovators at panel discussions and lively cocktail parties around the city. *Locations vary, Dane County. [madisoncocktailweek.com](http://madisoncocktailweek.com).*

**15 | 10 A.M.**  
**FARLEY CENTER FALL FESTIVAL**

Take part in the process of making apple cider from start to finish: pick, wash, slice and press apples in the 100-year-old cider press. Farley Center, Madison. [farleycenter.org](http://farleycenter.org).

**22 | TIMES VARY**  
**PIE PALOOZA**

Enjoy a creative brunch featuring Wisconsin-grown ingredients used to make an assortment of pies, tarts, quiches, turnovers and farm-fresh salads. Goodman Community Center, Madison. [reapfoodgroup.org/events/pie-palooza](http://reapfoodgroup.org/events/pie-palooza).

**JAUNT**

**6-15 | TIMES VARY**  
**FERMENTATION FEST**

Join the farmers and communities of Sauk County for one—or many—of the 44 fermentation-focused classes, watch a pasture performance or wander through the many temporary art installations. *Locations vary, Reedsburg. [fermentationfest.com](http://fermentationfest.com).*

**7 | 9:30 A.M.**  
**AIDS WALK WISCONSIN**

Help people with HIV live longer, healthier lives by participating or volunteering at Wisconsin's largest HIV benefit walk and 5K run. Summerfest Grounds, Milwaukee. [aidswalkwis.org](http://aidswalkwis.org).

**7 | 9 A.M.**  
**UNCORKED 5K**

Enjoy sampling wine and perusing the grounds around Botham Vineyards at the end of this inaugural event. Barneveld. [uncorked5k.com](http://uncorked5k.com).

**7-8 | TIMES VARY**  
**FALL HERITAGE FESTIVAL**

Enjoy buggy rides, pumpkin displays, upscale craft exhibits, booths and heritage demonstrations as Wisconsin's "Troll Town" welcomes in the fall. Downtown Mount Horeb. [trollway.com](http://trollway.com).

**8 | 10 A.M.**  
**SWISS HISTORICAL VILLAGE HARVEST FEST**

Dive for a day into 19th century Swiss life with old-time craft demos, sausage making, Swiss-inspired foods and more. Swiss Historical Village, New Glarus. [swisshistoricalvillage.org](http://swisshistoricalvillage.org).

**8 | 4 P.M.**  
**2017 SUMMER FARM DINNER SERIES**

Enjoy a farm-fresh autumn dining experience prepared by gourmet chef Kelly McNabb and surrounded by the cultural landscape of Taliesin. Taliesin Preservation, Spring Green. [taliesinpreservation.org](http://taliesinpreservation.org).

# SAVORY



[WWW.ALLIANTENERGYCENTER.COM](http://WWW.ALLIANTENERGYCENTER.COM)

MADISON, WISCONSIN • 608-267-1549





whether we cook or you cook...

# WE'VE GOT YOUR *Holiday Season* COVERED!

Find our catering menu, recipe ideas  
and more at [shopmetcalfes.com](http://shopmetcalfes.com).

*Metcalfes*

## Hilldale

Nov 3, 3pm-7pm | Nov 4, 11am-3pm

## West Towne

Nov 17, 3pm-7pm | Nov 18, 11am-3pm



## THRIVE

6 | 7 P.M.

### RHUMBA FOR RAINBOW

Dance the night away with local celebrities and professional ballroom dancers to help local nonprofit The Rainbow Project continue to provide counseling and family outreach to sexual abuse victims. *Union South, Madison. [lighthenight.org/wi](http://lighthenight.org/wi).*

12 | 4:30 P.M.

### LIGHT THE NIGHT WALK

Participate in an inspirational evening of celebration and support for individuals with Leukemia and Lymphoma. All funds raised support research and assistance for blood cancer patients and their families. *Warner Park, Madison. [lighthenight.org/wi](http://lighthenight.org/wi).*

12 | 5 P.M.

### A FUND FOR WOMEN: ANNUAL DINNER

Celebrate the incredible contributions of Madison-area women at this evening of networking and dining featuring an inspirational talk by 2017 BRAVA Woman to Watch Sagashus Levingston, founder and CEO of Infamous Mothers, both a book and a movement. *Monona Terrace, Madison. [madisongives.org](http://madisongives.org).*

19 | 6 P.M.

### DRESS FOR DAIS

Local models don big-city fashion during this seventh annual event to raise money for ongoing domestic abuse services and awareness campaigns. *Overture Center, Madison. [abuseintervention.org](http://abuseintervention.org).*

19 | 6:15 P.M.

### DREAM BIG: THE MAGIC OF THE MORNING WITH SARAH YOUNG

Explore the power of intentional mornings as career makeover maven Sarah Young helps you test out a few techniques aimed at creating more spaciousness, ease and joy throughout your days—starting with revamping your morning routine. *DreamBank, Madison. [dreamfearlessly.com/dreambank/events](http://dreamfearlessly.com/dreambank/events).*

26 | 6:15 P.M.

### DREAM BIG: THE ART & SCIENCE OF MEANINGFUL FRIENDSHIPS WITH MICHELLE HANKE

Join certified professional coach Michelle Hanke on her journey into the heart of friendship— including the results of her own four-month qualitative research study: The Friendship Experiment. Get ready to define, design and develop the friendships you've always dreamed of. *DreamBank, Madison. [dreamfearlessly.com/dreambank/events](http://dreamfearlessly.com/dreambank/events).*



## COMMUNICATING FOR HEALTH THE PATCH PROGRAM CONNECTS TEENS AND PROVIDERS

BY AMY CARLSON  
NBC 15 NEWS ANCHOR

**IT'S A UNIQUE CONCEPT**—developing health care practices, programs and policies with teenagers rather than for them. The PATCH Program (Providers and Teens Communicating for Health) trains teens to deliver peer education workshops and also present professional development courses for health care professionals.

The Peer to Peer workshop empowers teens to find their voices, learn how to self-advocate and take responsibility for their own healthcare. It's as simple as learning how to make your own medical appointments and as advanced as developing a relationship with a trusted adult. The teen educators present the workshop to community groups and school clubs. A video presentation is now available for classroom study to avoid taking the teen educators out of their own classes.

PATCH also offers continuing education credits for health professionals. As Amy Olejniczak, PATCH program director and advocacy fellowship coordinator says, "The health professionals become the learners and the adolescents become the teachers. Many are surprised to learn that teens are reluctant to give an honest health history."

Sometimes, the full clinic staff attends the workshop—from the receptionists to the physicians. They learn how they can improve a teen's experience from the minute they walk in the clinic door.

They focus on the "Three Rs: Relationships, Rights and Responsibility. One of the most popular workshop activities is a skit called "What's wrong with this?"

Teens play the patient, parent and moderator and a health professional is selected from the audience to determine how to make the visit more productive. A Q & A afterward allows both sides to share stories and have organic conversations.

A new group of 12 teens is selected each school year to participate in PATCH. Applicants are not asked about their grades or extracurricular activities. "We look for a diverse group of teens who have a spark of passion to create positive change," says Olejniczak. There is a rigorous interview process and it's become quite competitive.

There are dual benefits. The teen educators are paid \$10 an hour. "We value their time, their experience is important and we want them to bring their voices to the conversation," adds Olejniczak. Teens also develop a sense of empowerment gleaned from the skills and experience they learn while presenting to adults and peers.

PATCH is mostly grant-funded and supported by individual donations. And it's growing. Milwaukee has a PATCH program, and the first PATCH program outside of Wisconsin was recently launched in Buffalo, New York.

"There are unintended rewards," Olejniczak says. "The teens walk away with more confidence, find their voice and feel confident using it. They also stay healthy themselves and gain skills for navigating situations from how to talk with peers to becoming stellar advocates." 🌸

*For more information, visit [wipatch.org](http://wipatch.org).*

## OCTOBER NONPROFIT EVENT

Oct 21 | 4 P.M. – 7 P.M.  
**DAY IN MY SHOES PHOTOGRAPHY PROJECT GALLERY CELEBRATION**

Wisconsin Alliance for Women's Health invites those who participated and supported the Day In My Shoes Madison photography project to join in the gallery celebration. Cultivated by photographer Amy Martin-Friedman, the project's core symbolizes women helping women—and the healing power of shoes. Madison is Martin-Friedman's 18th installment of the project series. Focused on supporting victims of domestic violence, Madison-area women were anonymously photographed in their favorite shoes and encouraged to share how they overcame a hardship in their lives. As a former victim of domestic abuse, Martin-Friedman found that women and shoes became a source of strength and support for her. Photographs of each woman will be included at the opening as well as a published coffee table book. All proceeds are donated to the Wisconsin Alliance for Women's Health. *Goodman Community Center, Madison. Tickets and information: [supportwomenshealth.org](http://supportwomenshealth.org). —Rae Sanders*



**LAVENDER FIELDS FOREVER** | A scent-sational business brings a bit of Provence to us—and soon a spa, café and a farmstay option. Devil's Lake Lavender is tucked into the countryside just west of Devil's Lake State Park—so take a brisk fall hike, then head down the road to take in the charms of the farm and the calming aroma of its prolific fragrant herb. *Read more in JAUNT, P. 82.*

PHOTO BY JOE GARZA



## Understanding Cancers That Affect Us As Women

We benefit from understanding our family history, acknowledging the power of an active lifestyle, a healthy diet, avoiding tobacco and many other factors.

Let's begin to care for and about ourselves. More at [turvillebay.com/women](http://turvillebay.com/women)



**TURVILLE BAY**  
MRI & RADIATION ONCOLOGY CENTER

1104 John Nolen Drive, Madison 800.735.6868

Quality Standards, Quality Care, and State of the Art Technology, We're Here for You.



MOTIVATED BY POSSIBILITIES.  
POWERED BY PARTNERSHIP.



UnityPoint Health  
Meriter

PARTNER OF



We share our knowledge, facilities and passion so you  
get remarkable care when and where you need it.

[unitypoint.org](http://unitypoint.org)

NOW ACCEPTING  
UNITY HEALTH  
INSURANCE  
A QUARTZ AFFILIATE