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WOMEN TO WATCH

LEADING CHANGE

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& 17 women
making a difference

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Resolve to Love Yourself

CREATE BODY-POSITIVE
RESOLUTIONS THAT LAST

with Katrina Simyab

THURSDAY, JANUARY 18, 6:15-7:30 pm

New Year's Eve has come and gone — and perhaps your resolutions have faded with it. From going gluten-free to hitting the gym 6 days a week, your well-intended goals have a habit of falling to the wayside as the weeks progress. Typically, it's because health resolutions that aren't built on a foundation of self-love can easily turn into obsessive, restrictive and destructive habits. In this session, discover how to set yourself up for success by learning how to make resolutions from a desire to love yourself instead of changing your body!

Your dreams start
when self-love begins.

KATRINA SIMYAB



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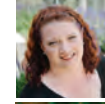
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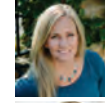
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NEI-TURNER MEDIA GROUP



BECCA BARTLING AND ELIZABETH GERING | "SKI BIG SNOW COUNTRY," P. 56

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



HILLARY SCHAVE | "WOMEN TO WATCH," P. 34

Hillary is the creative force behind the local business Azena Photography. Her vast experience in documentary and editorial style wedding photography has helped to create some truly genuine and beautiful portraits of the local women featured here in BRAVA Magazine. She loves food, music, travel, books and her little family of three.



LISA BAUER | "WOMEN TO WATCH," P. 34

A communications specialist, Lisa enjoys serving diverse clients who work to further the causes of equity, sustainability and social justice. She lives in Madison with her husband and two girls, who attend Madison schools.



LISA SCHUETZ | "WOMEN TO WATCH," P. 34

Lisa is an award-winning journalist, a communication strategist and owner of 7 Hills Real Estate. Her favorite topics for storytelling include true crime, people, step-parenting, interior design, architectural history and politics. A hobby equestrian, gardener and cook, Lisa lives in Fitchburg with her husband, three children, three dogs and 15 chickens.



KAIA CALHOUN | "THE BEST ADVICE IS FREE," P. 63

Kaia means "earth" in Norwegian—a name she lives up to by tree hugging, dog loving and nature walking. She shoots honest photography—real people, real colors and real life.



HYWANIA THOMPSON | "WOMEN TO WATCH," P. 34

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.



AMY CARLSON | "THE BEST ADVICE IS FREE," P. 63

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.



CANDICE WAGENER | "WOMEN TO WATCH," P. 34

Candice is a freelance writer who regularly contributes to BRAVA and Isthmus. A Chicagoland native (and still-smiling, lifelong Cubs fan), Candice came to study at UW-Madison in 1995 to what she considered a "small town." Amazed by the transition to a full-blown city over the past 20-plus years, she admires every single woman she interviewed for this issue because they each play a valuable role in the incredible changes to Madison.



EMILY LEAS | "WOMEN TO WATCH," P. 34

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!



SHANNA WOLF | "THOROUGH FLAIR," P. 27, "ELEVATED ELEGANCE," P. 31

Shanna is a freelance photographer with a background in advertising and communications, specializing in portrait, documentary and interior photography. Her photography aesthetic is modern with simplicity and balance. She loves the storytelling of still photography and being a contributor to publications with meaningful messages. Her personal work is focused on travel and wandering, using her camera as her sketchbook.



LEADING CHANGE

EVERY JANUARY WE KICK OFF the New Year with powerful inspiration: the stories and plans of Madison's most remarkable women.

We call them Women to Watch (W2W), because each has goals that will change Madison, their industries, maybe even our world in the year ahead—and for most of them, 2018 will be just the start of things.

It's an honor we've bestowed annually for the past six years, this year on 18 exceptional women. It's our hope that the designation Woman to Watch brings their work to the fore where it should receive keen attention, provides deserved recognition and celebrates woman power—not to mention the talent, smarts, moxie and commitment inherent to each W2W.

Our feature story is also a celebration of their passion—the dynamic fuel of their work.

Laura Berkner talks about her work at Stimmi as an act of love she knows will change lives. Monique Minkens, director of residential services at DAIS, says her motivation springs from values of living a life dedicated to serving others with partnership, dignity and respect.

For Melissa Sargent, it's about serving the people of Wisconsin. For other Women to Watch, their passion ensures equity and opportunity—whether across businesses at large or their calling to help and safeguard the wellbeing of children and those in need. Alyssa Kenney thinks about how easy tech makes our lives—and how difficult it is to lack access. Yanna Williams' passion is advocating for her community, college students of color. For Alicia Pelton it's a dedication to literally level the playing field, showing girls and women that sports—at all levels of play and organizational structure—is not just a man's game. Cristina Bordé believes deeply that it's her mission to right wrongs.

The enthusiasm they have for their work is palpable—and influential. Come meet them at our Jan. 31 BRAVA W2W Soirée and you'll see what I mean. They are women to follow in 2018—and beyond.

Kate
Kate Bast

Editor-in-Chief

ON THE COVER

Cristina Bordé of the Latino Exoneration Program. Photographed by Hillary Schave on location at Rubin's Furniture downtown.



W2W SOIRÉE!

Don't miss the chance to connect with and celebrate the 2018 BRAVA Women to Watch. Jan 31. Tickets: bravamagazine.com/2018-w2w

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WOMEN TO WATCH

WOMEN TO WATCH SOIREE

cocktails and hors d'oeuvres

January 31, 2018

5:30 - 8:30pm

Join the BRAVA gals at the networking event of the year to celebrate the 2018 Women to Watch honorees!

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FITNESS STAGES

Learn about the latest fitness trends and get movin'!

UPSTAIRS FRIDAY, JAN 19

3:30 P.M.
GentleFit!
Cassy Vieth
Lexington Fitness

5:00 P.M.
Orangetheory Fitness
"Afterburn Bootcamp"
Adrian Lee

6:15 P.M.
Candlelight Yoga

DOWNSTAIRS FRIDAY, JAN 19

3:30 P.M.
Zumba® Gold Fitness
Fran Schiesl

5:00 P.M.
Team Training with
Ryan Campbell
Anytime Fitness

6:30 P.M.
To Be Determined

SATURDAY, JAN. 20

8:30 A.M.
Pure Barre
Kate Man
Pure Barre Madison Hilldale

10:00 A.M.
Orangetheory Fitness
"Afterburn Bootcamp"
Adrian Lee

11:30 A.M.
POUND - Rockout. Workout.
Casey Zimmerman
IronGirl Fitness & Coaching

1:00 P.M.
WERQ
Monica L. Avila, Gold's Gym

2:30 P.M.
To Be Determined

SATURDAY, JAN. 20

8:30 A.M.
To Be Determined

10:00 A.M.
Team Training with
Ryan Campbell
Anytime Fitness

11:30 A.M.
Zumba® Fitness
Amelia "Bedelia" McConnell

1:00 P.M.
Kettlebell AMPD
Shannon Gilbertson
nfitium Fitness LLC

2:30 P.M.
How to Stop Stress and
Negativity from Affecting You
Ryan Hader



COOKING STAGE DEMONSTRATIONS

Take your cooking to the next level.

CLASSROOM LECTURES

Get informed on the issues that matter most to you and your health.

FRIDAY, JAN 19

4:30 P.M.

Wild Salmon 101
Sitka Salmon Shares

5:30 P.M.

Coho Two Ways
Sitka Salmon Shares

6:30 P.M.

**Coho Gravlax,
a Nordic Salt Cured
Salmon Delicacy**
Sitka Salmon Shares



SATURDAY, JAN. 20

10:00 A.M.

**Secrets to Really
Healthy Smoothies**
Lisa Grudzielanek, Metcalfe's

11:00 A.M.

**Cooking Like a Pro:
Mastering Fish & Seafood**
Chef Patrick Zwank, Metcalfe's

12:00 P.M.

Gluten-Free Quick & Easy
Lisa Grudzielanek, Metcalfe's

1:00 P.M.

**Take Taco Night to
the Next Level**
Chef Patrick Zwank, Metcalfe's

2:00 P.M.

Supper Time Super Hero
Lisa Grudzielanek, Metcalfe's

3:00 P.M.

Rotisserie Chicken Rock Star
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10:00 A.M.

Advanced Pain Management

11:00 A.M.

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MCHES, RMA, CDE

12:00 P.M.

To Be Determined

1:00 P.M.

**Gone for Good: Prescription
Drug Use & Disposal as
a Health & Environmental
Concern**

Mike Weber, Dr. Julia Wright,
Amanda Borleske and Danielle
Waldhart, Dean Health Plan/
SSM Health

2:00 P.M.

**Addressing Acne, Rosacea,
Wrinkles, Hormones, Oily
and Sensitive Skin with our
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Lisa Brill, Q&T Botanicals

3:00 P.M.

To Be Determined

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Featured Presenters at the WELL EXPO

MAIN STAGE: FRIDAY



6:00 p.m.

**Staying Active And
Healthy Through All
Stages Of Life**

Ashley Schumacher,
Apple Wellness

MAIN STAGE: SATURDAY



10:00 A.M.

**Sweet Breath: Performance
Breathing for Everyone
who Breathes**

Shirley Gutkowski, RDH, BSDH
Breathing Educator



11:00 A.M.

**All Your Heart Needs –
Heart Health Tips**

Kris Clark-Skeens FNP-BC,
SSM Health



12:00 P.M.

Mealtime Mentors

Jenni Dreyer, RDN, CD,
Festival Foods



1:00 P.M.

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Mercury Dental Fillings?**

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2:00 P.M.

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Jared McDaniel,
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3:00 P.M.

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Balanced Conversations for Stronger Relationships
Darcy Luoma

JUNE 20

Design Thinking for Business Innovation
Lesley Sager

SEPTEMBER 26

A Strength-Based Approach to Negotiation
Megan Watt

NOVEMBER 7

Cultivating a Growth Mindset for Career Success
Darcy Luoma

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PHOTO COURTESY MARTIN JENICH

THE CITY OF LIGHTS | Don black tie attire for a Parisian rendezvous in the heart of downtown Madison at Frostiball 2018. Overture Center's annual gala will be filled with savory and sweet hors d'oeuvres, live music by The Upbeat Orchestra and inventive handcrafted cocktails. Toast and dance the night away in honor of Wisconsin's most influential and largest nonprofit arts organization. 8:30 p.m., Jan. 27. Overture Center, Madison. overture.org.



MEET THE NEW BRAVA GAL! ASHLEY QUINTO POWELL

We are thrilled to announce that 2017 BRAVA Woman to Watch Ashley Quinto Powell is bringing her talents and business savvy to the BRAVA team!

Ashley steps into the newly created role of vice president of sales. She'll have an important hand in propelling BRAVA business development, and will lead the entire sales force for our parent company, Nei-Turner Media Group, Inc.

"I have long admired the work that BRAVA does, lifting up and showcasing the work of incredible women in the area. Madison is small enough that you can interact meaningfully with your heroes, and I'll get to do just that on a larger scale in this role," Powell says.

Previously Ashley was business development manager at Bendyworks, a Madison-based custom software developer, where she impressively grew sales by 83 percent in her first year. Prior to that, she was an award-winning sales manager for Oxford International. She has garnered over \$20 million in personal career sales to this point. Go girl!

While her latest claim to fame is being the subject of a children's book about women in tech—penned by Jennifer Javornik, a 2016 BRAVA Woman to Watch—Ashley is also highly recognized in the Madison area for her community involvement. She was named a 2017 BRAVA Woman to Watch for her national women's advocacy work regarding both salary negotiations and the tech industry. She also was named to In Business Magazine's 40 Under 40 list last year. Ashley is involved in leadership roles with a variety of organizations and efforts—Women in Tech; Leukemia and Lymphoma Society's Man and Woman of the Year Campaign; and Boss Moms, a group she created to help women advance their careers while raising children. She's also engaged with Downtown Madison Rotary, Children's Theater of Madison, Forward Fest, Doyenne Group, Wisconsin Innovation Awards—and more.

We love that Ashley's deep engagement in various efforts and organizations shows her real and effective commitment to Madison and to women—both important BRAVA values. We're excited to call her our colleague—and for you to meet her at upcoming BRAVA events.

OUT + ABOUT

BRAVA-SPONSORED EVENTS

JAN. 13 | "I HAVE A DREAM" SCHOLARSHIP BALL

Don't miss Women in Focus, Inc.'s 32nd gala in honor of Dr. Martin Luther King, Jr. Proceeds fund scholarships for students of color. Enjoy live music by Kinfolk and DJ Ace and a keynote address by Madison-native Christopher Herrem, an inspiration who's pursued impressive biotechnology and immunology careers. 6 p.m. Monona Terrace, Madison. womeninfocus.org.

JAN. 27 | FROSTIBALL

Dance the night away in regal style at Overture Center's annual gala. Don't miss this festive Paris-inspired evening filled with live music by The Upbeat Orchestra, signature drinks and hors d'oeuvres. 8:30 p.m. Overture Center, Madison. overture.org.

SAVE THE DATE

BRAVA EVENTS

JAN. 19-20 | 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, demonstrations and local health-related businesses that can help you achieve your wellbeing goals. Monona Terrace, Madison. Friday 3-8 p.m., Saturday 9 a.m.-4 p.m. Tickets and free admission details: wellexpomadison.com.







JAN. 31 | 2018 BRAVA WOMEN TO WATCH SOIREE

Join us for a spirited evening celebrating the remarkable women who will make great things happen in 2018—read their stories on P. 34. Enjoy cocktails, hors d'oeuvres and fantastic networking opportunities. It's a night not to miss! The Brink Lounge, Madison. 5:30-8 p.m. Tickets: bravamagazine.com/w2w.

FEB. 21 | THRIVE CAREER WORKSHOP WITH DARCY LUOMA

In this Balanced Conversations for Stronger Relationships workshop, we'll learn how to have better conversations that matter. Drawn from Luoma's new Thoughtfully Fit programming, the tips and tools will help immediately re-align your relationships. 8 a.m.-11:45 a.m. Omega BTC Event Center, Fitchburg. bravamagazine.com.

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It was a fabulous girls' weekend indeed—thousands of women enjoyed the 2017 Madison Women's Expo. Attendees mingled with more than 100 different exhibitors, who offered an array of gifts, services, culinary samples and more.

Four stages also provided a platform for engaging experiences thanks to inspirational speakers like Dr. Jasmine Zapata and live musical performances on the SSM Health Stage; DIY projects at the Craft Bar; exercise demos lighting up the Fitness Stage; and informative beauty and wellness presentations on Metcalfe's Thrive Stage. Mark your calendars for next year's event: Nov. 17-18, 2018!

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Villeneuve aqua pillow by Ryan Studio, \$216; The Home Market. Velvet pillow with ribbon trim by Company C, \$125; Fontaine Interior Design. Fife Cove plaid pillow by Ryan Studio, \$144; The Home Market.



VARICOSE VEINS

IT'S ALL IN THE FAMILY

WHEN IT COMES TO THINGS WE INHERIT FROM OUR FAMILY—some smarts, a sense of humor, a million bucks if we're lucky—varicose veins are probably the least popular. But up to half of those with a family history of varicose veins will end up with the bulging veins—principally in the legs—and women are more susceptible than men.

Here are some facts about varicose veins, and their tiny siblings, spider veins, from Dr. Sandra Carr, a vascular surgeon at UnityPoint Health-Meriter.

WHAT VEINS DO: Veins deep in the legs pump 90 percent of the blood back to the heart after it's been circulated throughout the body. Varicose veins are caused when the walls of veins closer to the surface weaken over time and bulge out. Or, by a weakening of the one-way valves in the saphenous vein—the principle vein located about an inch below the surface on the inside of the leg. If those valves fail, blood can pool in the lower legs, causing an aching discomfort and a heavy feeling.

CAUSES: Heredity. Prolonged standing or sitting. Obesity and lack of exercise. Multiple pregnancies.

There are receptors for hormones on the vein walls and the veins relax, considerably, during pregnancy and sometimes they don't bounce back.

SYMPTOMS: Spider veins don't typically cause symptoms other than anxiety over their appearance. Along with the aching in severe cases, varicose veins also may cause swelling in the limbs, and in extreme cases, painful sores on the lower legs.

"If they bulge and they are painful, we try to treat them," Carr says.

PREVENTION: Maintain your weight and exercise regularly. Moving the calf muscles is extremely important "Every time you take a step and work that muscle, it squeezes the veins and pumps that blood back up to the heart. The calf muscle is like the heart of the venous system," Carr says.

If you sit or stand for long periods, wear "mild" compression stockings, with 20 to 30 mmHG of mercury, to help "massage the blood back to the heart."

TREATMENT: Spider veins and some smaller varicose veins can be treated with injections of a drug called polidocinol, which causes the vein to close off. Some spider veins, particularly in the face, can be treated with lasers.

A few other treatments include:

Radiofrequency ablation: "A catheter is inserted over the inside of the lower leg and goes up to the groin," Carr says. "Then, after the vein is numbed, as the wire is withdrawn that abnormal saphenous vein is closed off and that takes the pressure off the lower leg."

Endovenous laser ablation: A laser is inserted via a wire and the laser energy closes off the vein.

Venaseal: This medical adhesive recently approved by the FDA can close off the saphenous vein.

Mechano-chemical ablation: A small catheter with a little wire on it is inserted into the vein. The wire spins around and irritates the saphenous vein to close it off, but also seals the deal, so to speak, by injecting some polidocinol to ensure vein closure.

—Marni McEntee 🌸



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Above, Schwingle Builders Home featuring a Declaration forged iron chandelier by Murray Feiss; Madison Lighting. Right, top to bottom: Reclaimed rope chandelier; Brown & Beam. Uptown Carnegie vintage bronze chandelier by Quoizel; Allier light wood pendant by Murray Feiss; Madison Lighting.





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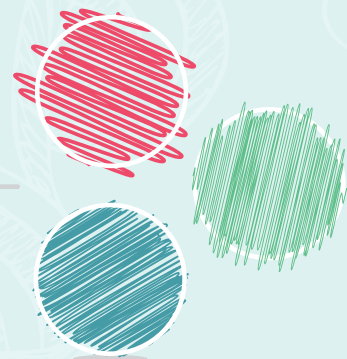
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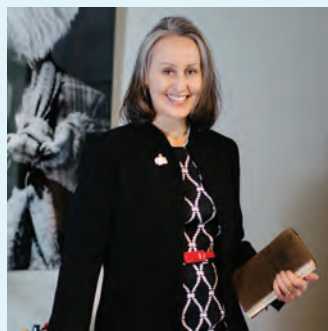
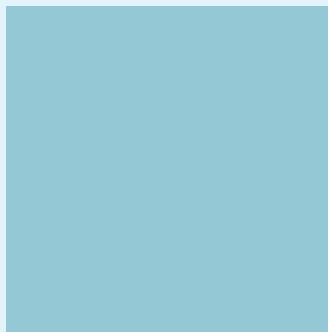
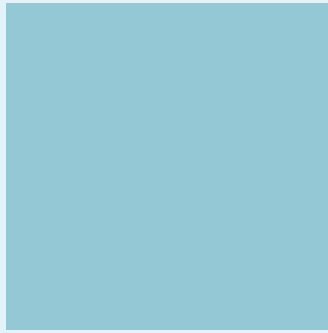
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WOMEN TO WATCH

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PHOTOGRAPHED BY HILLARY SCHAVE

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MONIQUE MINKENS

LIBERATING WOMEN TO LIVE THEIR BEST LIVES

“LIBERATION SHOULD BE AN INALIENABLE RIGHT,” says Monique Minkens, director of residential services at Domestic Abuse Intervention Services (DAIS). She’s creating an innovative space where women affected by abuse go “beyond empowerment, to healing and freedom.”

In early November, there were 82 women on the waiting list for the DAIS emergency shelter’s 56 beds. Minkens’ goal is to cut the wait and reduce repeat clients. She’s spearheaded a Liberation Model for DAIS that focuses on community building, financial literacy, addressing alcohol and drug abuse, mental health and housing.

“Liberation means I already have what I need. We’re connecting people to life-sustaining options that allow them to use their strengths and live their best lives,” says Minkens, whose sister survived domestic abuse.

Minkens is enlisting local African-American leaders Sagashus Livingston of Infamous Mothers and Lilada Gee of Black Women Heal—both survivors of domestic abuse—to facilitate groups and activities as part of a committed community. Last year, more than 79 percent of DAIS clients were African-American.

Minkens also pushes the envelope in her personal life. Once fearful of water, she recently learned to swim and is now in a master’s swim class. “When I first started swimming in the pool, I’d get to the deep end, see the floor drop, panic and stand up,” she says. “But I pushed the boundaries. That’s how we approach our work at the shelter. We talk about possibilities. We tell women they can heal.”

—Lisa Bauer



AMY OLEJNICZAK

RAISING TEEN VOICES

AMY OLEJNICZAK, ASSOCIATE DIRECTOR of the Wisconsin Alliance for Women’s Health and director of the alliance’s PATCH program, has been raising teen voices and promoting health advocacy since 2010. PATCH, which trains a select group of teens to lead educational health workshops for healthcare professionals and for fellow peers, now has sites in Madison and Milwaukee.

Olejniczak plans to expand the program to sites around the country, starting in 2018.

The goal, she says is: “Giving [teens] permission to see themselves as change agents and see themselves, not just as self-advocates, but as advocates for the health of their generation.”

In early 2018, PATCH will have sites in Buffalo, New York, and in Clinton County, Indiana. Olejniczak hopes to have six sites by the end of 2018, with more to come later. Olejniczak goes to each new location to train PATCH members, but each site has its own approach to addressing community needs.

“She isn’t afraid to let [the PATCH Program] change and move and grow...It’s been a really cool opportunity to grow us individually but also just to see how we can continue to adapt the program. It’s like a malleable, changeable thing which again is what makes PATCH so cool,” says Madison PATCH member Erica Koepsel.

—Rae Sanders

ALEKSANDRA ZGIERSKA

CHANGING THE COURSE OF TREATING ADDICTION

FOR PEOPLE TRAPPED in the torturous undertow of opioid addiction, true recovery is riddled with obstacles.

Dr. Aleksandra Zgierska is working to ensure they can have access to skilled clinicians without being derailed by stigma or jail.

"Wouldn't it be better if a person with addiction could feel comfortable returning from the doctor and say, 'Hey, I've been diagnosed with opioid addiction and here's my treatment plan,' just as they would do for diabetes or hypertension?" asks Zgierska, a researcher, assistant professor and physician with UW-Madison's Department of Family Medicine and Community Health. "But no one does that because they're afraid of the reaction."

Hiding addiction keeps people from getting help, a problem in Wisconsin where 614 people died from opioid overdose in 2015. In 2016, Madison police or fire staff responded to 440 heroin overdoses, most of which were not fatal.

Born in Poland, "Dr. Z" moved here in 1999 to join her husband, Dr. David Rabago. She did her residency in family medicine at UW-Madison. "I wanted to provide more comprehensive care," says Zgierska. "As a family medicine doctor, I can care for essentially anybody with any problem."

Dealing with addiction was new to her, so she dove into learning more. During her studies, she was inspired by the passion of Dr. Michael Miller, now medical director at Herrington Recovery Center at Rogers Memorial Hospital, and Dr. Michael Fleming, UW-Madison professor and expert in addiction research.

Zgierska, who's since done research to reveal proven treatment options, is now inspiring Miller. "She's willing to push systems to change on behalf of patients," Miller says. "She's engaged professionals from multiple disciplines to work together on improving addiction care and addiction policies."

In fact, Zgierska testified on behalf of the plaintiff in a trial that could overturn Wisconsin's "Cocaine Mom Law." The plaintiff testified that she'd stopped using drugs, but the state jailed her under the law until she submitted to drug assessment,

refusing her counsel during the hearing. She says the law violated her right to due process. Experts on addiction treatment, including Zgierska, the American College of Obstetricians and Gynecologists and the American Public Health Association, say the law could cause women who are using drugs to avoid medical care. Last April, a U.S. District Court judge agreed with the plaintiff. The case is under appeal.

In 2018, Zgierska, who is on the boards of the Wisconsin Society of Addiction Medicine and the American Society of Addiction Medicine, will work on studies she hopes will improve care for people with addiction.

The first, an \$8.4-million, five-year study, will look at how mindfulness meditation and

cognitive behavioral therapy can improve people's health and reduce dependence on medications.

The other, the Madison Addiction Recovery Initiative, launched in 2016. She's partnering with the Madison Police Department to send people to treatment instead of jail after overdosing or committing certain drug-related crimes. Participants who successfully complete the six-month program won't be charged with the original crime.

Zgierska says she hopes her work will help people overcome addiction and help prove that effective, patient-based treatment—not jail and shame—will free them from addiction's awful grip.

—Lisa Schuetz



EMILY SAMSON

HELPING NEIGHBORS UNITE

MADISON POLICE OFFICER EMILY SAMSON is redefining Neighborhood Watch with the Good Neighbor Project. Samson began flipping the Neighborhood Watch model when she realized some in the community found it over-vigilant and didn't agree with its guidelines.

The Good Neighbor Project focuses more on building relationships between neighbors while also partnering with the police.

"It's not just about watching and being vigilant, it's about being neighbors," Samson says of the new project.

Samson started it by hosting monthly Good Neighbor Nights at the Madison Police Department Training Center. But, when she piloted the nights at the Catholic Multicultural Center on the South Side, the project drew a more diverse crowd, helping

to chip away at that barrier between the community and the police.

"[Samson] figured out a way to put the heart into Neighborhood Watch and that's my favorite thing," says Wendy Reichel, who lives in Midvale Heights. "It doesn't have to be about crime...it can be just about neighborhood building [and] just taking care of people."

For 2018, Samson would like to see the project continue to grow and to make it more accessible for all of the city's neighborhoods.

"I would like to see neighborhoods actually take it on...and help facilitate the growth of the Good Neighbor Project [and] make it look like what it should look like to be successful" on those particular blocks.

— Rae Sanders



CRISTINA BORDÉ

SEEKING JUSTICE FOR ALL

ATTORNEY CRISTINA BORDÉ believes there are imprisoned Latinos serving time in Wisconsin for crimes they did not commit. And she wants to set them free.

To work toward that goal, Bordé, clinical instructor and supervising attorney for the Wisconsin Innocence Project, launched the Wisconsin Latino Exoneration Program. Housed at the University of Wisconsin Law School, the program provides legal assistance to Latino inmates in the state who have been wrongfully convicted and whose innocence can be shown by conducting DNA testing of the evidence.

Bordé, New York-born but primarily raised in her parents' native Colombia, has a lengthy legal resume. After graduating from Harvard Law School, she worked as a staff attorney for the Ninth Circuit Court of Appeals in San Francisco. She then joined the Habeas Corpus Resource Center, where she worked for more than a decade helping provide California Death Row inmates legal representation.

"What is the right thing to do? That matters to me and it's inherently interesting," Bordé says of her motivations—and her findings.

As she perused statistics on the National Registry of Exonerations, a live compilation by several universities, she noticed that the number of white and African-American inmates exonerated from wrongful convictions matched or exceeded the percentage of those groups in prison. But Latinos accounted for only 12 percent of exonerees despite making up 22 percent of the imprisoned population.

"There must be a dearth of people providing the representation that's needed," Bordé thought at the time. That prompted her to seek a two-year, \$633,000 federal Department of Justice grant to launch the Latino Exoneration Program. She's seeking more funding in 2018.

Due to her experience working to represent California Death Row inmates, and importantly, her fluent bilingual skills, Latina

heritage and cultural competence, Bordé is highly qualified to handle or direct others to work on Latinos' exoneration cases.

Cultural competence in legal representation is important because an accused's national origin, native language, personal background, and the subtle cultural references and word choices they exhibit in all phases of their criminal case may spell the difference between understanding and misunderstanding—and verdicts of innocence or guilt.

"They've been through the system with all these people who often haven't understood them," Bordé says.

For example, court reporters, who may only speak English, are transcribing an interpreter's translation into English. That in itself may miss some subtle nuances of the language, like colloquialisms.

"There's a number of well-studied wrongful convictions—perjury, false confessions, false evidence—in all cases that are likely to also be present in the cases with Latinos. And then there's additional factors like interpretation [and] immigration problems that could lead them to be more at risk. And yet, they're under-represented."

The program's attorneys and law students have identified a handful of Latinos' cases to pursue from among the roughly 100 applications they received. Exoneration cases can take many years, Bordé says, so there's no predicting when the program's first case will be complete.

Wisconsin Innocence Project Supervising Attorney Maria de Arteaga has faith in Bordé's dedication to follow through with work that ultimately hopes to bring reform to the criminal justice system and prevent wrongful convictions in the future.

"Cristina is a fearless advocate for her clients," de Arteaga says. "Post-conviction defense work can feel like an uphill battle sometimes. Nonetheless, Cristina's persistence and dedication to the cause is unwavering and inspiring." — Marni McEntee





ALICIA PELTON

MAKING SPORTS EQUITABLE FOR WOMEN

WHEN ALICIA PELTON WAS INDUCTED into the Janesville Sports Hall of Fame in 2011, she reflected on her career in sports as a high school, college and, eventually, professional athlete. She reflected on the people that helped her along the way, but also the walls she knocked down and the difference in opportunities had by her and the other inductees, who were mostly male. She spoke about these differences in her acceptance speech.

Afterwards, as people approached her with their own stories of inequity in sports, she realized that, although her years as a mom of athletes, the wife of a professional athlete, a coach, a physical education teacher and a mentor, were meaningful and well-served, she also knew she needed to do something bigger.

So she took a leap and decided to get her master's degree in sports leadership. As she dug into her course work, she

realized that every review, every paper and every study was focused on men. For her capstone project, Pelton decided to reach out to women across the state of Wisconsin to get their viewpoints on the barriers faced by women in sports. Within two weeks, 135 women responded, from college athletic directors, to bike shop owners, to Girls on the Run organizers. But how could she turn these voices into action?

"I decided I wanted to start a nonprofit in Wisconsin and be the connective tissue for female athletes, all the way up through leadership," she says of her organization, Athletic Leadership Alliance.

Through public speaking, leadership summits, and mentoring programs around the state, Pelton has developed a four-pronged model for changing how society values females in the sporting world: Raise girls in a more equitable way so they feel valued next to their male peers in sports.

Then engage them to be mentors for younger athletes. Hire them into leadership roles, and finally, retain them.

"By building their confidence and knowledge base early, females become more hireable and have the confidence to apply for a job in the male-dominated world of sports," she says. "If you don't talk about the inequity, then it becomes status quo," she says.

In 2018, Pelton will build on the work that Athletic Leadership Alliance has accomplished in the last few years, especially working with Madison Metropolitan School District through coaching breakfasts and leadership programs for young female athletes.

"I'm not about you're wrong, I'm right. I'm about here's the issue, here's how people are feeling, here are some options. Let's move forward," she says. "That's how you start to build a community of people and begin to make change." —Emily Leas



LAURA GMEINDER + COREYNE WOODMAN-HOLOUBEK

DISRUPTING THE WORLD OF WORK

COREYNE WOODMAN-HOLOUBEK IS A BUSINESS OWNER, wife and mother who is on a mission to create “something better for the world.” She’s co-owner of Contracted Leadership, where she works with small to medium-size businesses to create mutually meaningful engagements within their organizations.

Laura Gmeinder is a business owner, author and public speaker. Previously in the corporate world, Gmeinder owns Coaching & Consulting, LLC, and works with clients on strategy and process improvement in their businesses.

Woodman-Holoubek and Gmeinder—both human resources professionals—are disrupting work as we know it. It all started with a conversation in a coffee shop in 2015 and Disrupt Madison—and most recently Disrupt Milwaukee—a movement focused on sharing ideas and changing the world of work, were born.

Disrupt events feature various thought leaders speaking for five minutes each on topics ranging from employee engagement to leadership to supporting employees in domestic violence situations.

Disrupt is a fast-paced and inspirational experience. Woodman-Holoubek says it aims to expand the concept of the world of work and help the community keep up with economic developers, trends and thought leaders. Changing company environments is not just a job for HR departments. It’s collaboration between departments to improve their company as a whole.

“We wanted to create something where people felt a networking opportunity and an opportunity to be inspired and learn more about what we can do to move the needle forward,” Woodman-Holoubek says.

According to Gmeinder, what’s happening now in workplaces isn’t working. For example, Gmeinder says many women in their mid-30s are leaving. “Women are not being promoted fast enough. The opportunities, the impact that they’re trying to make is greater than what the position enables,” says Gmeinder.

Gmeinder and Woodman-Holoubek held the inaugural Disrupt Madison event in June 2016, followed by Disrupt Madison 2.0 in June 2017. The inaugural Disrupt Milwau-

kee was held in November 2017 as part of Wisconsin StartUp Week.

Disrupt events have been hugely popular, with both Madison events selling out. Disrupt Madison 3.0 is on tap for June 6 and Disrupt Milwaukee 2.0 in fall. They also plan to take the concept international.

That’s not all Woodman-Holoubek and Gmeinder have on their plates for this year. They plan to create a scholarship fund to help young professionals develop speaking careers and to help high school graduates cover tuition costs with scholarships in Progressive HR.

In addition to disrupting the world of work, the pair is working on a short documentary on empowering women. They’ll explore why more women aren’t in leadership roles. “I can attest to opportunities and platforms Laura and Coreyne are carving out for women, minorities and those traditionally underserved in areas of entrepreneurship and activism,” says Natalie Hinckley, director of Hinckley Productions. The documentary is expected to be released sometime this year. —Hywania Thompson



AMY RECOB

PUTTING KIDS' HEALTH FIRST

"I'M ALL ABOUT supporting kids in healthcare initiatives," exclaims Meriter Foundation senior development director and BugaBees creator Amy Recob. "Because it's hard to see children struggle, especially knowing when they have the right support, they learn to be self-reliant and discover strength they didn't know they had."

In her day job, Recob champions such outcomes by raising funds for Meriter Hospital's Neonatal Intensive Care Unit and birth center, in addition to its Child and Adolescent Psychiatry Hospital—the only youth inpatient facility in Wisconsin. But off the clock, she pursues improved health outcomes for kids through writing and

promoting her BugaBees series. The award-winning picture books depict the ups and downs of having a food allergy through relatable scenarios such as the importance of remembering Epi pens and reading food labels. Later this year, her colorful characters will be expanded into additional resources such as interactive storybook apps, games and a third book.

"Food allergies can carry serious emotional consequences as well as physical ones. As both a wellness professional and a food allergy mom, I have appreciated the positive and affirming messages of the BugaBees books. Amy's outreach initiatives through our local schools and clinics have been really wonderful for kids and families

in our community," says UnityPoint Health-Meriter health psychologist Gretchen Diem.

Recob's own experience raising a daughter allergic to peanuts and tree nuts is what inspired her to create a practical and positive resource for other children, parents and teachers. And being a mother also led to Recob's other 2018 passion project—serving as the National Charity League's vice president of philanthropy. She states, "I will be leading the Madison chapter in cultivating and managing relationships in the Dane County area to provide volunteer services through this mother/daughter membership-based organization."

—Rachel Werner

DEB THOMPSON + LAURA BERKNER

GIVING VOICE TO THE VOICELESS

THE BUSINESS PLAN FOR THE STIMMI APP started with manila folders. As primary caretaker for her 25-year-old nonverbal son with autism, Deb Thompson worried what would become of him if something happened to her and her husband.

"Evan and I are one. I know what he's saying. I know what he wants. I know what he needs... and I thought 'If I don't write these things down, it's going to get lost and then he'd be lost'"

With that stark reality driving her, Thompson wrote separate categories on manila folders around features she was envisioning in a system that would allow caregivers to trade notes. Technology admittedly not a strong suit, she shared her vision with others, but no one would latch on. That is, until summer 2016 when she bumped into former Mary Kay colleague Laura Berkner at a friends' night out.

Berkner got goose bumps when Thompson told her the concept for Stimmi. With a background in the caregiving industry and extensive experience working with special needs adults, Berkner recognized the profound value this could provide, across several different sectors.

"I didn't realize it didn't exist," admits Berkner, who has had patients take a swing at her because of sensory issues—just one example of small notations that make a big difference but don't always make it into the outdated patient binder system currently in use at group homes.

"My brain was like 'Anybody with disabilities could benefit from this, and we need to make this happen,'" says Berkner, who immediately agreed to use her tech savvy to help Thompson build an app.

With an audience that has such a wide spectrum of needs, Stimmi was intentionally developed to be completely customizable. Users can input information about emergency contacts, power of attorney, common safety and behavior issues, dietary requirements and supplements taken, doctor and therapist contacts.

Probably the most unique feature is the voice library, allowing primary caregivers to record and explain the personal language of the individual needing care. Completely searchable, the voice library allows secondary caregivers, teachers, and job coaches a crucial head start in understanding the individual they'll be working with.

When the voice library is paired with the behavior and safety tabs, even more insight is provided on things to watch for. For instance, Evan will use a whole roll of toilet paper if no one tells him to stop. He has also been known to open the car door before the driver comes to a complete stop. Both of these notes can easily be shared through Stimmi, before a caregiver even meets Evan.

Focusing on Dane County and Wisconsin as they secure funding and develop the app fully, Berkner and Thompson hope to eventually launch nationwide and include military families in their scope. The Thompsons were stationed at Ramstein Air Base in Germany when Evan was diagnosed at age 2. Stimmi has its roots in the German word *stimme*, meaning voice.

"That's essentially what we want to give," says Thompson, "is the children and the adults a voice to their caregivers."

—Candice Wagener



NICKI VANDER MUELEN

ADVOCATING FOR THE DISABLED

GROWING UP IN WALWORTH COUNTY, labeled with Asperger's syndrome, attention deficit disorder and cerebral palsy, Nicki Vander Meulen was a disability advocate by age 7, fighting for her right to attend the local public school. Though successful, her road through the education system had continuous obstacles. The student teacher who ordered the other students to laugh at her for rocking, a common self-calming method for autistic individuals. The police escort she needed in middle school. Even in law school at UW-Madison, classmates filed complaints about her using a note taker and questioned how she got in.

"I was advocating for myself whether I liked it or not," says Vander Meulen, appreciative of her incredibly supportive parents who had the means to afford support services, privileges many children with disabilities don't have.

When she applied at 300 law firms, disclosing her disabilities, no one would hire her. Setting out on her own, she had the freedom to take cases that matter most to her—the juvenile mental health

overflow, work she loves because it allows her to advocate for kids and adults with different needs.

The 2016 presidential election pushed her to run for the Madison Metropolitan School District board, in an effort to change the system in which she sees countless children become clients, getting expelled and possibly facing criminal charges.

"We should work on an intervention before we work on punishment," says Vander Meulen. "This is how [kids are] telling us there's a problem with the system. I don't want to punish them. I want to keep them in school."

In 2018, Vander Meulen will establish a nonprofit for girls with Asperger's, to provide resources and support to this oft-overlooked demographic. She'll run again for school board. And she hasn't necessarily ruled out running for another political office someday. "I just want to make it so that individuals with disabilities are seen as equal. Not just equal but equitable." —Candice Wagener



ANNA MOFFITT

WORKING TO 'LIFT ALL BOATS' FOR STUDENTS

HAVING A SON WITH A SIGNIFICANT DISABILITY impacted Anna Moffitt's family so tremendously that she had to reinvent herself personally and professionally. With a background in elementary education and a family history of mental health challenges, soft-spoken but strongly opinionated Moffitt appears tailor-made for her positions on the Madison Metropolitan School District board and as a peer specialist supervisor for Wisconsin Family Ties, whose mission is "changing lives by improving children's mental health."

"[Felix's] challenges forced me to...elevate my voice, and develop some skills so that I could be a better advocate and make sure he had what he needed. I don't think I would have ever done anything I'm doing now if I hadn't had that," says Moffitt.

Moffitt shares her own experiences, including the successes and benefits, in hopes of improving outcomes for everyone.

"I believe that Anna's passion and commitment springs from a deep well of compassion for others, and a conviction that when

people work together, we can make the world a better place for all our children," says Joanne Juhnke, policy director at Wisconsin Family Ties.

Moffitt is working with the school district to revamp its discipline policies, including an overhaul of the expulsion system. Her belief is that the adults who are supposedly working in the best interest of children need to be open to compromise, and to stop making assumptions "that are just way off base." According to Moffitt, students are quickly labeled as aggressive or noncompliant before adults take a deeper look at the root causes for their misbehaviors. She would like to see greater investment in social emotional learning and trauma-informed practices.

"I would like to see the district also really continue to invest resources in a targeted way that will most significantly impact our kids who have been historically underserved and marginalized...it's really our obligation to 'lift all boats.'" -Candice Wagener



KALYANNA WILLIAMS

MOO-VING THE EQUITY NEEDLE IN THE AG INDUSTRY

WHEN MICHELLE OBAMA SPOKE at Tuskegee University's graduation ceremony in 2015, Kalyanna (Yanna) Williams was there in cap and gown, listening with wide eyes. "She talked about the racism and sexism she'd been through," Williams says. "But she reminded us at the end of the day, we should always give back to our community. That solidified it for me."

A non-farm girl raised on the west side of Chicago and in the suburbs of Phoenix, Williams didn't know she'd be serving her community via a career in agriculture. But as the new Extension Dairy Youth Specialist in UW-Madison's Department of Dairy Science, she's striving to make Wisconsin's flagship industry more accessible and inclusive.

With a bachelor's degree in animal sciences from Tuskegee and a master's degree in dairy science from UW, she's a first-generation college student blazing the trail for others who may not fit the mold of conventional agriculture students.

Williams leads K-12 dairy outreach programs and educates youth from urban and suburban backgrounds through hands-on science. She works to recruit and retain nontraditional students at all levels, including UW's non-degree Farm and Industry Short Course. She's building bridges between the university and public high schools

and minority serving institutions, such as her alma mater. She'll be hosting five student interns from Tuskegee this summer.

Having served on a UW Black student association, Williams is well aware of the school's shortcomings when it comes to inclusivity. "We all know what's happening," she says. "But this [dairy science] department is the best place on campus as far as I'm concerned. We've had a lot of conversations and brainstorming about how students of color can be comfortable here."

Williams' reach goes beyond campus. "As the top dairy school in the world, we're challenging industry partners to recruit and welcome students of color," she says. "When we have more people of different backgrounds in this industry, we'll have unique perspectives and more innovation."

Off campus, Williams spearheaded a Historically Black Colleges and Universities (HBCU) college fair at East High School in Madison and is now planning a statewide fair to bring more than 40 HBCUs and more than 500 students to Madison from across the state.

Williams adds, "I love this work that allows me to merge community service with my dairy degree. My students laugh at me when they ask me how I got where I am and I say, 'I'm milking my opportunities.'" —Lisa Bauer

KARA O'CONNOR

PLANTING SEEDS ON
CAPITOL HILL

FIGHTING UPHILL POLITICAL and corporate battles is just another day at the office for Kara O'Connor. The Wisconsin Farmers Union Government Relations Director has been grappling with the shifting dynamics affecting modern agriculture throughout her eight-year tenure. "Retaining conservation objectives in the Farm Bill, responsible land use and securing adequate healthcare for farmers are just a handful of our members' concerns that I am committed to going to bat for since they connect to basic humanitarian issues I also passionately believe in," O'Connor says.

And due to the recent influx of millennial and novice farmers joining the union, O'Connor says a big priority this year is solidifying support structures for educational opportunities and potential financial pitfalls. "Student loan debt is at record highs, and many young people interested in farming start out with significant debt, so I am helping to draft a Beginning Farmer Student Loan Forgiveness bill to be reintroduced into the 2018 legislative process," she states. "For similar reasons, keeping farmland affordable is also critical since our state has laws that are intended to prevent foreign governments and investment funds from monopolizing acreage, which are poorly enforced and riddled with loopholes."

Author and Rural Women's Project program coordinator Lisa Kivirist says O'Connor is a tenacious lobbyist. "Kara O'Connor advocates for us small-scale, local farms that otherwise would not have as collaborative a voice at the Capitol in Madison. From writing opinion pieces to organizing sessions for farmers to connect with Wisconsin representatives, her energy and enduring belief in the democratic process is a special seed of hope in today's world. A true champion of women farmers and food entrepreneurs, Kara understands the potential impact female business owners can contribute to a healthy community, particularly in rural small towns like where I live."

Though thriving as a torchbearer, O'Connor admits to taking the most pride in equipping others with knowledge and a strong platform into leadership. She says, "My best days are when we are able to give our members the tools to be their own advocates." —Rachel Werner





EMILY KUHN

GETTING INFO OUT TO VOTERS

WHEN YOUR BABY HAS COLIC, any new mom can find it hard to keep up with politics. But struggling was new territory for Emily Kuhn, who has a master's degree in public policy.

In 2016, she launched 1MyVote, a free, nonpartisan app where voters can see who's running for office and their platforms by district. Kuhn, who solved tricky problems at the Social Security Administration since 2002, hopes the user-friendly tool will reduce voter apathy and increase grassroots involvement. In the last year, over 2,500 users checked out federal and statewide races in 48 states, plus local races in Dane and Kenosha counties.

Allison Martinson, one of 17 staffers at 1MyVote, says Kuhn is changing how people participate in politics. "1MyVote doesn't focus on individuals, but on issues," says Martinson. "That's how voting should be done."

This year, Kuhn intends to reach 12,000 users with data for races in all 50 states. They can also pick their top issue and see which candidates align.

She'll also show up on 1MyVote as a candidate for Middleton alder. She knew in third grade she'd run for office after a boy told her girls couldn't run. That's why she studied budgeting and economics in college. "Good policy means making sure it has the weight that's needed as well as the funding."—*Lisa Schuetz*



MELISSA SARGENT

FIGHTING FORWARD

STATE REP. MELISSA SARGENT says she's "building a Wisconsin that matches what our dreams are for the future of the state." The Madison Democrat says her passion for championing equality is inspired by her children and her community.

In 2018, Sargent hopes to continue upholding Wisconsin's forward values across many issues, including addressing what she calls "menstrual equality."

That includes removing the 5 percent state sales tax on menstrual products, such as tampons and pads, which Sargent says should be considered necessities, like medications and groceries, which are exempt from the sales tax. She also would provide menstrual products in public restrooms.

"Half our population doesn't have what they need when they walk into the public bathrooms and the other half does," Sargent says.

Women typically spend roughly \$2,000 a year on feminine hygiene products. Wisconsin is one of 45 states that collect sales taxes on such products.

"Defining success, even if these bills don't pass this session... opens up a conversation for the community to be thinking about it [and] talking about it," Sargent says. —*Rae Sanders*

ALYSSA KENNEY

DIALING UP DIGITAL EQUITY

THINK ABOUT HOW MUCH of our lives are lived online. We pay bills, read the news, map routes, Skype with family, store photos. Our kids play games, do homework and communicate with teachers. And who doesn't love to laugh at cat videos?

Alyssa Kenney, executive director of DANEnet, reminds us that 14,000 homes in Dane County don't have access to the Internet as of 2017. Many don't have computers. She vows to get 1,000 computers out into the community and connect 1,000 households to the Internet by the end of 2018.

"We do so much online," Kenney says. "It's nearly impossible to fully participate in society without access. Digital equity is so important."

Through DANEnet, a nonprofit dedicated to bringing technology within reach, Kenney strives to "make the greater Madison area the most connected place in the country and to ensure that people without access to digital society get access, education and support."

Under Kenney's leadership, DANEnet's budget has grown 20 percent in two years. It provides IT services for 160 nonprofits and technology education through maker clubs and Kids Code Madison. But her banner project is Everyone On Madison—a partnership with the City of Madison to help people buy and repair computers, learn about technology and get connected. Participants can take a digital literacy class then purchase a desktop computer for \$50.

The program has already helped 560 households get online, 286 households acquire desktop computers and fixed more than 100 devices for low-income households. Some 250 adults have learned essential computing skills.

The good news is that broadband is widely available in the city of Madison, and there are programs that make it affordable, such as those through AT&T Access, Spectrum and the City of Madison's Connecting Madison. Infrastructure is still a challenge in more rural parts of Dane County.

"Technology is an amplifier of intentions. It can help accelerate the good in our community," says Kenney, named as one of the 40 Under 40 In Business Magazine leaders in 2015. Having previously worked at various Madison community centers, helping build their technology centers, she sees digital inclusion as a social justice issue. "Technology makes my life easier and richer, and I want everyone to have that opportunity." —Lisa Bauer 🌸

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Learn how to savor this gorgeous spread at home in *EATS & DRINKS*, P. 52.



CATERED PANTRY PASTURE AND PLENTY'S WHOLESOME STAPLES

BY RACHEL WERNER

THE NAME SAYS IT ALL at Pasture and Plenty. The lunch bistro doubles as a take-and-go meal service for eco-conscious consumers preferential to a pasture-raised and plant-based diet.

"We love good food. And we are critically aware of the importance of supporting local food producers and farmers, plus working to ensure that we have a thriving food system and economy," explains owner Christy McKenzie. "I have been lucky to work in many different areas of the food industry, from retail to kitchens, from on-line recipe content to consumer promotions [for *allrecipes.com*]-always focused on how we get dinner to the table on any given night."

McKenzie is candid that each element of the business model intentionally provides the public expanded access to fresh and nutrient-dense entrées like Roasted Sweet Potato sandwiches and Roasted Chicken dinners on Wednesday evenings that a whole family can affordably enjoy. "We've come up with some new ways to help folks like us, who would love to support local farms, but may not have the time to break down a CSA box, or busy parents simply looking for a helping hand come midweek," she elaborates.

The lunch menu also strikes a similar sustainable balance. The Warm Grain Bowl piled high with kale and farro jumpstarts the appetite before the first savory bite,

with a mélange of color and fragrant aromas rising off the plate. Roth cheeses also add notable texture to staple and rotating sandwich options, pairing well with seasonal soups like Curried Butternut Squash.

And patrons have a few extra reasons to feel good beyond not putting a massive dent in their wallet. "We strive for as close to zero waste and small eco-footprint solutions as possible," McKenzie affirms. We use re-usable Pyrex and canvas bags for our meal kits and collect as much kitchen scrap as we can for compost. "A restaurant cooking up goodness for tummies—and hearts."

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Bergstrom - Mahler Museum of Glass



History Museum at The Castle



Barlow Planetarium



Trout Museum of Art

Culture in the Fox Cities

IT'S WORTH THE DRIVE

BY SUE SVEUM

Just like beauty, culture is often in eye of the beholder. But you may be pleasantly surprised when a scenic two-hour drive from Madison leads you to some great museums and a state-of-the-art performing arts center—not in Chicago, but in Northeast Wisconsin's Fox Cities.

Mary Rhode, marketing and communications manager of the Fox Cities Convention & Visitors Bureau says, "The Fox Cities offers a unique mix of museums and various special events that are geared toward people of all ages." What better way to spend a cold winter afternoon or evening?

One not-to-miss attraction is the Bergstrom-Mahler Museum of Glass in Neenah. The museum is home to one of the world's largest collections of antique glass paperweights — and those make up just a handful of the museum's spectacular glass collection. Other exhibits range from fine art sculptures to Germanic drinking glasses. If you like what you see, stop in the Gift Shop on your way out or if you'd rather do it yourself, visit the DIY glass studio. "They offer many art activities for all ages," says Rhode.

The Trout Museum of Art in Appleton offers some great year-round art exhibits and also puts on many special events and activities that coordinate with those exhibits, according to

Rhode. Events throughout the year include favorites such as Jazz at the Trout, Art at the Park and Downtown Appleton's Light Up Night.

If your interests lean more toward the science field, you'll find The Barlow Planetarium at the University of Wisconsin-Fox Valley in Menasha to be a first-rate facility for stargazers of all ages. Watch the winter night sky and fantastic laser light shows come to life in the 3-D, 48-foot projection dome theater. "They offer educational activities," explains Rhode, "but it's also a fun place for kids' birthday parties or private events."

Whether you're a history buff, a magic-lover or just plain curious, there's a lot to explore at Appleton's History Museum at the Castle. Chock-full of exhibits delving into the people and events that shaped history throughout the Fox Cities, the most popular is "AKA Houdini," an interactive exhibit offering a glimpse into the magical life of hometown boy, Harry Houdini.

Throughout the year, you can enjoy world-class performances at the Fox Cities Performing Arts Center in downtown Appleton. "This state-of-the-art, 2,100-seat theater features the Broadway Across America series," says Rhode. The lineup includes these 2018 shows: "The King and I" (January), "An American in Paris" (February) and "Rent: The 20th Anniversary Tour" in May.

In addition, the Fox Cities offer several popular annual events. If you're a fan of small indie films, the Wildwood Film Festival may be just what you need to cure the winter blues. Held Feb. 16-17 in Appleton, the festival only features films with direct ties to Wisconsin—whether it's the writers, director, actors or the film's location. Other events later in the year include Bazaar After Dark, Fox Jazz Fest and Mile of Music.

Whether you come for the weekend or just for a day, the Fox Cities has a lot to offer. "You're sure to find museums, events, or activities that are well worth the drive," says Rhode.



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SKI BIG SNOW COUNTRY HIT THE TRAILS IN MICHIGAN'S UPPER PENINSULA

BY BECCA BARTLING AND ELIZABETH GERING

WINTER IS HERE AND THERE'S NO BETTER PLACE to strap on your skis than in Michigan's Upper Peninsula. The U.P., also referred to as "Big Snow Country," is blanketed by Lake Superior lake-effect snow: earlier, deeper and fluffier snow than anywhere else in the Midwest. With several downhill ski resorts and thousands of miles of cross-country skiing trails, the options for skiing snow covered landscapes are endless.

Pack up your gear and hit the slopes this winter at **Big Snow Resort** in Wakefield. Now combined under the name "Big Snow Resort," Indianhead Mountain and Blackjack Mountain offer great downhill skiing and snowboarding for all levels, with plenty of space to explore all weekend. From bunny hills to black diamonds, Indianhead Mountain is truly a skier's northern paradise. With two chalets, a T-bar, night skiing—and our favorite après ski Bloody Mary—it's a great place to spend long days with friends and family on the slopes.

Just next door, **Blackjack Mountain** offers a relaxed vibe, beginner to expert trails and fewer crowds. Spend your day cruising down the trails under blue skies, then warm up in the Logger Lounge with appetizers and a craft brew. Need a break from skiing? With big windows looking out onto the mountain, you can cozy up in the chalet with a book and watch the action on the slopes.



Both mountains offer great mountainside lodging—try the trailside condos (hello hot tub!)—and events and entertainment all season long. A free shuttle runs between the mountains on weekends so you can ski Indianhead in the morning, Blackjack all afternoon, and end the day at either place with live music and a delicious meal. Big Snow Resort is the perfect place to get snowed in for the weekend.

Strap on the skis and enjoy the pristinely groomed trails of **ABR Trails**, located in Ironwood, with a variety of landscapes from the Montreal River to a vertical bluff. With more miles of groomed cross-country ski trails than anywhere in the state, ABR Trails was appropriately named one of the 11 best cross-country ski areas in the country and needs to be on your must-ski list. Make a winter weekend out of it and cozy up in a rustic ski cabin, located right on the trail.

Ski through towering trees and enjoy the thrill of a few hills at **Wolverine Ski Trails**. With a casual atmosphere, over 25 kilometers of groomed trails for both skate and track set cross-country skiing, and marked snowshoe trails, Wolverine is suited for everyone from novice to expert skiers—even friendly dogs are welcome here. Relax after a chilly ski with hot chocolate and cookies in the charming chalet. ❁

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JANUARY

EVENTS



PERFORMING ARTS

THROUGH FEB. 4 | TIMES VARY
"EXIT STRATEGY"

The no-holds-barred story of a Chicago public high school slated for closure. *Overture Center, Madison. forwardtheater.com.*

THROUGH FEB. 4 | TIMES VARY
"CONSTELLATIONS"

Through a dizzying series of vignettes, playwright Nick Payne's intimate and imaginative romance unfolds across time and space in this Theatre Lila production. *Memorial Union Theatre, Madison. union.wisc.edu.*

2-7 | TIMES VARY
"RENT"

This Pulitzer Prize- and Tony Award-winning masterpiece returns to the stage in a vibrant 20th anniversary touring production. *Overture Center, Madison. overture.org.*

13-14 | TIMES VARY
"HORIZON"

The Oakwood Chamber Players will perform selections by Alfredo Casella, Michael Mikulka and Hans Huber. *Oakwood Center for Arts and Education, Madison. oakwoodchamberplayers.com.*

19-21 | TIMES VARY
GIL SHAHAM PLAYS TCHAIKOVSKY

Experience violinist Gil Shaham's long-awaited Madison Symphony Orchestra debut as he performs Tchaikovsky's fearsomely difficult Violin Concerto. *Overture Center, Madison. madisonsymphony.org.*

26 | 7:30 P.M.
"MASTERWORKS I"

The Wisconsin Chamber Orchestra showcases newly appointed UW violin professor Soh Hyun Altino, and cello virtuoso Leo Altino, as soloists for this soul-searching work. *Overture Center, Madison. wisconsinchamberorchestra.org.*



ENTERTAINMENT

11 | 7 P.M.
"PAGE BY PAGE"

Best known as the voice of Oogie Boogie in Tim Burton's "The Nightmare Before Christmas" and Old Deuteronomy in "Cats," Ken Page taps into Broadway favorites, the blues and more. *Overture Center, Madison. overture.org.*

12 | 5 P.M.
CAPITOL AT 100: PLAYHOUSE GALLERY CLOSING RECEPTION

Using a variety of media, exhibition artists comment on the history, architecture, and cultural symbolism of the Capitol building and surrounding grounds. *Overture Center, Madison. overture.org.*

12 | 6 P.M.
WINTER GALLERIES EXHIBITION CYCLE RECEPTION

Celebrate the winter cycle of Overture Center Galleries including "Études, PLACES and Prisms of Memory." *Overture Center, Madison. overture.org.*

13 | 10 A.M.
FIBER ARTS COMMUNITY WORKSHOP
Madison Contemporary Fiber Artists supplies materials so you can create an original leaf for a community tree. *Overture Center, Madison. overture.org.*

14 | 7 P.M.
"THE MINDFREAK UNPLUGGED"

This theatrical experience brings Chris Angel's famous sleight of hand street magic, mentalism and even some of his most iconic illusions to life. *Overture Center, Madison. overture.org.*

18 | 7:30 P.M.
MADCITY SESSIONS: KINFOLK AND THE BIG PAYBACK

Overture's popular series of free concerts, featuring American R&B band Kinfolk and jazz-rock band The Big Paycheck. *Overture Center, Madison. overture.org.*

18-20 | 7:30 P.M.
FRZN FEST 2018

Enjoy a variety of live musical performances in the heart of the city during this three-day concert extravaganza. *Locations vary, Madison. frznfestticketfly.com.*

FAMILY

7 | 3 P.M.
"MR. POPPER'S PENGUINS"

With original songs and performing penguin puppets, this delightful musical adaptation of Richard and Florence Atwater's popular book is the perfect family treat. *Overture Center, Madison. overture.org.*

13 | 10 A.M.
CURE CABIN FEVER: LAKE LURKERS

Learn about Wisconsin's lake lurkers and create new monster creatures of your own. *Wisconsin Historical Museum, Madison. historicalmuseum.org.*

27 | 9:30 A.M.
FAMILY EVENT: FAMILY FITNESS

Start the New Year by promoting healthy habits for the whole family. Join staff from Happy Bambino as you move, dance and get your heart rate up this new year. Enjoy family Zumba, strength training, yoga and stretching. *DreamBank, Madison. dreamfearlessly.com/dreambank/events.*

27 | TIMES VARY
KIDS IN THE ROTUNDA: MAGIC MORGAN AND LILIANA

Prepare for eye-popping illusions, dazzling balloon sculptures, stunts with live animals along with seemingly impossible tricks in an unusual and incredible display of magic by deaf entertainer, Magic Morgan and his assistant Liliana. *Overture Center, Madison. overture.org.*



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Overture's Frostiball



Join fellow arts enthusiasts at Overture's Frostiball to support the state's largest nonprofit arts organization while enjoying sumptuous appetizers and desserts, dancing to live music by The Upbeat Orchestra and sipping signature craft cocktails. Frostiball proceeds support Overture's community programming.

Overture features seven state-of-the-art performance spaces and five galleries, is home to ten resident organizations, and offers more than 20 programs, many free and low-cost, which engaged individuals in 660,000 artistic and educational experiences last year.

SAT, JAN 27, 2018

Gala 8:30 - 11 PM | Isthmus After Party 11 PM - 2AM

Overture's Frostiball 2018, Overture Center for the Arts,
201 State Street, Madison, 53703
overture.org/frostiball



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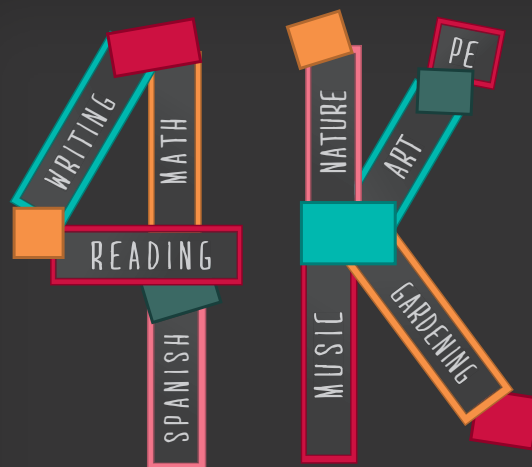
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SAVOR

13 | 11 A.M. PAKISTANI COOKING CLASS

Explore the flavors of Pakistan with cookbook author and founder of White Jasmine Huma Siddiqui for a cooking demonstration and tasting. *Verona Public Library, Verona. veronapubliclibrary.org.*

14 | 10 A.M. JAZZ BRUNCH

Enjoy a delicious dish on The Wise Restaurant's New Orleans-inspired brunch menu while listening to local jazz musicians. *HotelRED, Madison. hotelred.com.*

**20 | 12 P.M.
ISTHMUS BEER & CHEESE FEST**
Meet and mingle with brewers and cheese makers from around the state (and beyond) and sample hundreds of delicious creations. *Alliant Energy Center, Madison. isthmusbeercheese.com.*

**25 | 6 P.M.
RUSSIAN RIVER VALLEY WINE DINNER**
Explore the Russian River Valley, with five small plate and wine pairings curated by Executive Chef Kristin Williams. *Delectable, Madison. delectableexp.com.*

**27 | 3 P.M.
GET TO KNOW SYRAH AND PETITE SIRAH**
Discover all that is rich, complex and interesting about these ideal winter reds. *Table Wine, Madison. tablewinemadison.com.*

JAUNT

**1 | 11 A.M.
COOL FOOL KITE FESTIVAL**
This annual event involves kite flying, hot beverages and snacks. Milwaukee ice sculptors The Quiet Ice Carvers will also be creating new pieces onsite. *Veteran's Park, Milwaukee. gifttofwings.com.*

**6 | 6 P.M.
WINTER WINE-DERLAND**
Crush Wine Bar brings you a winter wine, food and tasting experience. Enjoy local and regional tastings, food pairings and live entertainment. *Crush Wine Bar & Shop, Waukesha. crushwaukesha.com.*

**20 | 6 P.M.
CAVE AFTER DARK**
Explore at-your-own-pace during this Blues and Brews-themed evening for adults 21 and older. *Cave of the Mounds, Blue Mounds. caveofthemounds.com.*

**28 | 11 A.M.
22nd CHOCOLATE FANTASY**
Indulge in a variety of chocolate tastings, chocolate confections and participate in a silent auction and raffles for prizes. *Knights of Columbus Hall, Fond Du Lac. (920) 322-0339.*

**28 | 11 A.M.
MKE CHILI BOWL**
Milwaukee's 12th annual Chili Bowl returns as the city's top chefs compete for the title of Best Chili. *Potawatomi Hotel & Casino, Milwaukee. mkechilibowl.com.*

THRIVE

**9 | 4 P.M.
EVERYWOMAN'S JOURNAL**
Learn how to use journaling for health empowerment. Participants receive a special journal, guidebook, pen and health resource information. *UnityPoint Health-Meriter Business Center, Madison. unitypointorg.*

**13-14 | TIMES VARY
WEDDING PLANNER & GUIDE
WEDDING SHOW**
Peruse an array of wedding-related vendors including honeymoon destinations, florists and invitations. A fashion show and a multi-though dollar prize giveaway will also take place. *Alliant Energy Center, Madison. alliantenergycenter.com.*

**18 | 6:15 P.M.
DREAM BIG: RESOLVE TO LOVE
YOURSELF: CREATE BODY-POSITIVE
RESOLUTIONS THAT LAST**
Discover how to set yourself up for success by learning how to make New Year's resolutions from a desire to love yourself instead of changing your body. *DreamBank, Madison. dreamfearlessly.com/dreambank/events.*

**25 | 6:15 P.M.
DREAM BIG: LIVING YOUR WHY**
Often, we are so preoccupied looking for the light at the end of the tunnel that we fail to realize we are the light in the tunnel. Join Laneice McGee and learn the importance of living your truth, what that means, and what it looks like in your life. Discover why focusing on "why" is more important than "how," "when" or "who." *DreamBank, Madison. Dreamfearlessly.com/dreambank/events*

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For nearly 10 years SCORE mentor Darko Kalan has advised Kim Erb, arming her with information to help her successfully make business decisions.

THE BEST ADVICE IS FREE THANKS TO BUSINESS MENTOR ORGANIZATION SCORE

BY AMY CARLSON
NBC NEWS ANCHOR

KIM ERB WAS RUNNING her thriving T-shirt imprinting business out of one of her in-laws' empty barns. She created her own line of designs, purchased some used equipment and went to work. Soon, orders for spirit wear started pouring in from the Sun Prairie school district to her Ameriprint Apparel. She started hiring more employees and experienced her first growing pains.

Having no management background, Erb struggled to run the business while working alongside her employees. She needed some professional guidance and contacted Service Corps of Retired Executives.

SCORE is a national organization with a Madison chapter. It's a network of volunteer expert business mentors who work with small business owners to break down their issues, prioritize and look at overall goals.

Darko Kalan, a retired executive with 50 years' experience in business management, sat down with Erb to help solve her business challenges.

"It was such a huge blessing to sit at a table and unload everything. I felt so isolated. You're an island and I tended to complain to my family which wasn't fair to them," says Erb. "I felt like I had nowhere to go and didn't know what to do," she adds.

The first of many important questions Kalan asked Erb was whether she had an employee handbook. Erb had never worked at a company that provided an employee handbook or conducted employee reviews, so it wasn't on her radar. Offering best advice such as this, as SCORE mentors do across facets of a business, Kalan explained the importance of employees understanding their responsibilities and the benefits of a

handbook, even for a small business. It's this kind of wisdom that's proffered to help new business owners succeed.

Erb and Kalan have been working together now for almost 10 years. Erb says, "It's great to get an outside perspective. The SCORE mentors have been a great sounding board that I could trust. I knew they never had an outside agenda. The mentors wouldn't benefit or profit financially."

Kalan became a mentor in the Madison SCORE chapter after being referred by a friend to share his valuable experience and business savvy. To become a mentor, applicants must have a desire to help others, time to volunteer and a strong business background.

Nationally, in 2016 SCORE mentors helped 54,072 businesses get started and create 78,692 new jobs.

The local chapter also offers courses and workshops for nonprofit organizations through United Way. SCORE mentors also advise small-town chambers of commerce, encouraging chamber members to stop by for guidance and advice during scheduled visits.

New mentors are always welcome to become a SCORE mentor, and the group is especially looking to add women to its team of advisors. Erb is anxious to join the ranks once she retires. "I would love to help a small-business owner the way my SCORE mentors have helped me," she says. Reflecting on that first SCORE tip—to craft an employee handbook and implements reviews—Erb says, "those tools have been huge." 🌟

SCORE also offers an online information toolkit that can be searched by business stage and topic, as well as an archive of local success stories. To get involved with SCORE, as a mentor or mentee, go to madison.score.org

JANUARY NONPROFIT EVENTS

13 | 9 A.M.

FREE BIKES4KIDZ COLLECTION DAY

Donate gently used bikes to be cleaned and refurbished, then given for free to local kids and at-risk youth later this Spring. Locations vary, Madison. fb4kmadison.org.

20 | 6:30 P.M.

LILY'S LUAU

Grab your Hawaiian shirt, coconut bra, grass skirt and winter boots and join the fun for the final luau! All proceeds benefit Lily's Fund for Epilepsy Research, which supports UW-Madison research. Union South Varsity Hall, Madison. lilysfund.org.

20 | 9 A.M.

NONPROFIT BOARD RECRUITMENT

Nonprofit Draft Day seeks to fill open nonprofit board seats with prospective board talent. Madison-area professionals can register in advance to be considered for the draft. Edgewood College, Madison. nonprofitdraftday.org.



SNOWY SERENITY | Winter in Winchester, about four hours north, draws skiers to Winman Trails, a refuge of quiet rolling trails spanning 1,300 acres of private and public land. Mostly hilly, these trails are groomed for adventure with pine and hardwood forest decorating the scene. Often described as “flowy,” the 5.9 miles of skate skiing and 7.4 miles of classic skiing will challenge and excite. winmantrails.com. See more skiing ideas in *JAUNT*, P. 56.

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