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DEBORAH HERMAN

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AUGUST 30 PELIN KESEBIR, PH.D.

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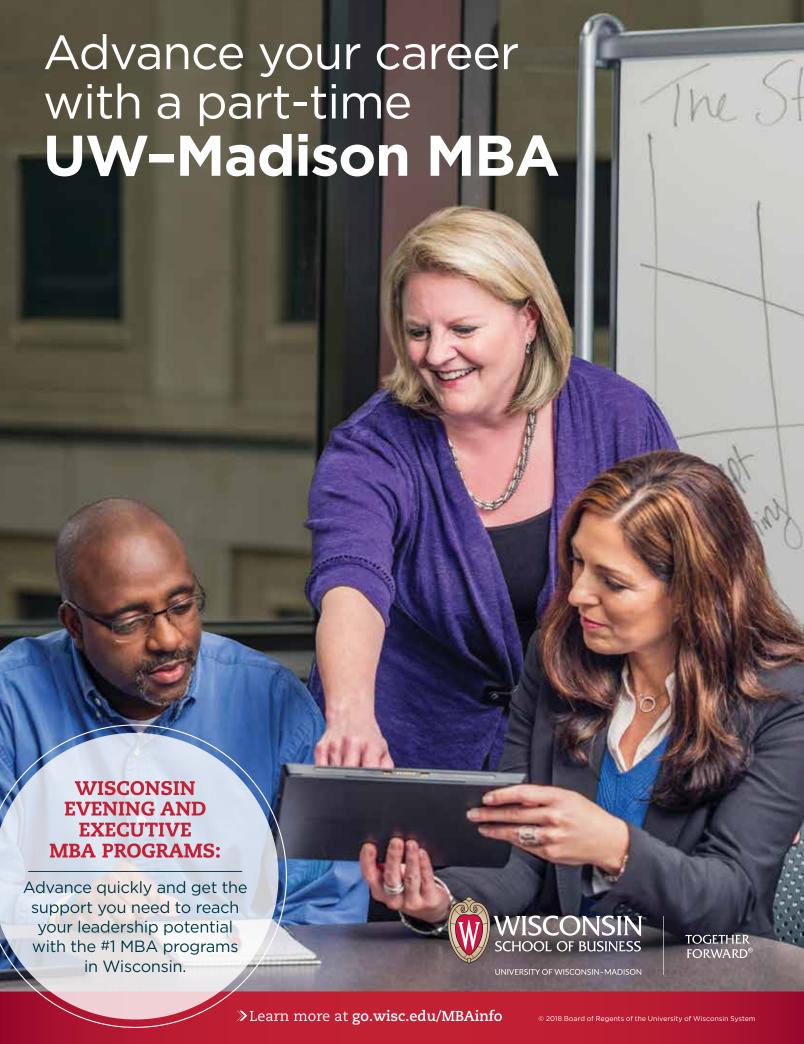






Wisconsin's Best Shopping





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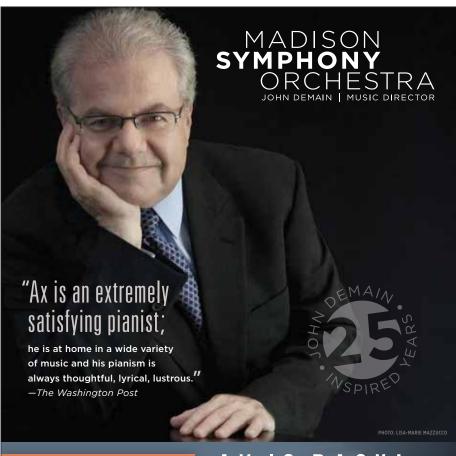
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CONNECTING THE DOTS

ONE OF THE BEST THINGS ABOUT being a journalist is that you meet a lot of really interesting people, and you get to ask them lots of questions. You

That's how I found out about CODAworx, one of the companies featured in our annual Women in Business edition this month. I'd been at the Alzheimer's Association's Reason to Hope breakfast downtown and I met Stefanie O'Keefe, who spoke about her mother's struggles with Alzheimer's Disease. She told how she'd left one job because she needed to be home often to care for her mom, but her next employer was far more understanding. I asked

It is CODAworx, whose CEO Toni Sikes told O'Keefe that they could work out a plan to allow O'Keefe to work remotely when needed, to be there for her mother. I was struck by Sikes' kindness and her understanding of the caregiving roles that women often must juggle in their lives. And I was impressed by her foresight in wanting to keep a motivated employee who just needed a little flexibility in her workday.

CODAworx is the premier hub for the commissioned art economy and it's got international expansion plans in the works. You've probably seen some of its public artworks, such as the wall-sized "Isthmus" installation in the Ovation building downtown. (See P. 60 for more on the piece.)

How wonderful to connect the dots from a seemingly unrelated (but inspiring) breakfast to an impressive CODAworx employee, a perspicacious CEO and her thriving business.

We're featuring several other businesses owned by women who've built their enterprises around caring for others. Angels Loving Care owner Juliet Nowak started her own homebased care company when she saw firsthand how little time workers in care facilities have for each client. Her company is expanding seemingly by the minute.

Jara Rios launched Axios Life Coaching to help others, in any of three languages, with their lives, careers and relationships. And Stacey Bean started Indigo Trails holistic wellness center after a personal tragedy turned her life upside down. Now she works with clients—with the aid of horses in some cases—to help them heal their inner hurts and find their way to wellness.

And speaking of living life well, inside you'll also find a guide to BRAVA's first-ever THRIVE After 55 Expo taking place this month. This fun-filled and useful daylong event is not to be missed!

larnu Marni McEntee Editor-in-Chief

ON THE COVER

Jara Rios, founder of Axios Life Coaching Photographed by Hillary Schave



DON'T MISS! BRAVA THRIVE After 55 Expo Aug. 22, 9 a.m. to 4 p.m. Madison Marriott West Madisonthriveafter55.com



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KAIA CALHOUN I "IN THE BUSINESS OF CARING," P. 28

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



EMILY LEAS | "IN THE BUSINESS OF CARING," P. 28

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!



HILLARY SCHAVE | PHOTOS THROUGHOUT

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.



MEGAN ROESSLER I "STANDING ROOM ONLY," P. 23

Megan is a Madisonian who studied Art History at UW-Madison. Since graduating in 2017, she has worked as an intern with the Mount Horeb Area Historical Society, Taliesin Preservation, BRAVA Magazine and the Monona Terrace Community and Convention Center. Megan is interested in environmental history and material culture. She writes and illustrates comics in her spare time.



CANDICE WAGENER I STORIES THOUGHOUT

Candice is a freelance writer who regularly contributes to BRAVA and Isthmus. While she has never officially taken a personality assessment, she knows one of her colors would be blue, as she is a relationship-oriented person who hates conflict Candice lives in Middleton with her husband and two rambunctious boys, who make her laugh every day.



CONNECT



PARTY IN THE PARK I Using public spaces as a canvas, the Makeshift Festival is an immersive collaboration between local designers and visual artists who employ the natural beauty of Madison's parks as a creative medium. The second annual event Aug. 12 will include chefs and restaurants from around the Midwest who'll show off their talents via unique dishes and imaginative sweet treats. *Tenney Park Island, Madison. makeshiftfestival.com.*

SAVE THE DATE

BRAVA EVENTS



AUG. 22 I THRIVE AFTER 55 EXPO

Don't miss BRAVA's first-ever THRIVE After 55 Expo, celebrating women who are rockin' it in their business, professional and personal lives in their 50s and beyond. And, vou'll meet some of our story subjects in person at the Expo, including Ellen Millar, who teaches yoga for seniors and changed her own life when she took her first yoga class at age 74. (Read about Millar and many other local women

thriving after 55 in BRAVA's July edition at BRAVAMagazine.com.)

The Expo features all kinds of ways to stay vibrant, including classes in financial knowledge that offer tools and expertise specifically for women, health and fitness classes, and demonstrations on exciting cruise opportunities around the world.

And don't miss live entertainment with Denny Diamond, who'll perform songs by Neil Diamond, Jim Croce, Johnny Cash and other faves in a performance on our main stage.

So mark your calendars for the Expo: Aug. 22 from 9 a.m. to 4 p.m. at the Madison Marriott West. For more information or tickets, go to madisonthriveafter55.com.



SEPT. 26 I BRAVA THRIVE CAREER WORKSHOP A STRENGTH-BASED APPROACH TO **NEGOTIATION WITH MEGAN WATT**

In this action-oriented session, you'll learn to identify your specific talents and apply them to the art of negotiating. Avoid being one of the 70 percent of women who lose out on over a million dollars over their lifetime because they don't negotiate. With a strengthbased approach to negotiating you'll

feel confident to successfully discuss your options to get the promotions you deserve. Led by career coach and chief dream maker at Dream Catalyst Labs, Megan Watt.

OUT + ABOUT

BRAVA-SPONSORED EVENTS

AUG. 23 I BRAVA NIGHT OUT WITH PATIO PLEASURES

Enjoy appetizers and drinks at Patio Pleasures as you get inspired to create your own backyard haven of cozy contentment. There are lots of options to consider in swimming pools, hot tubs, fire pits and furniture. Attendees will enjoy exclusive savings and giveaways. 5:30-7:30 p.m. Patio Pleasures Pools & Spas, 633 W. Main St., Sun Prairie.

TAKE NOTE

CONGRATS!

Congratulations to Nasra Wehelie who was recently honored by the Madison Urban Ministry board with the 2018 Visionary Award, in recognition of her excellent service over three years as development director at MUM. Wehelie, a 2015 BRAVA Woman to Watch, has recently accepted a new position at Second Harvest as director of development and communications.

Recently Madison Magnet, Madison's largest young professionals organization, awarded the 2018 Wisconsin Young Professional Awards at their Charity Fete benefiting the Road Home Dane County. Congratulations to Jillian Bloome, vice president of The Digital Ring, on receiving the Mission Possible Award for elevating professional development opportunities for others. Kudos to Katie Hensel, founder of Tri4Schools, a children's fitness program using swimming, biking and running, who received the Impact Award, for community involvement. And brava to Sarah Van Dyke, owner of Revel, a fun gathering space for events, on winning the Spirited Connector Award, for a professional who exemplifies the qualities of social networking.

BRAVA CULPA

In a piece about post-retirement opportunities in the July edition, we provided the incorrect website address for source Mary Helen Conroy. It's lifesadaringadventure.com.

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MONEY SMARTS



FUN & MONEY

BY KIM SPONEM

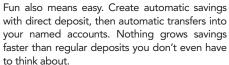
How can I make saving more fun?

I am so glad you asked! Because saving is seriously important, it's easy to think it can't be fun. But I don't buy that. There are many ways to make saving fun!

Start with your mindset. At Summit Credit Union, when we are helping members save, we often start with mindset. Make a shift from saving itself to what you are saving for and the plan to get you there. Be specific. That shift will make saving more fun. Consider the difference between saying to yourself, "(sigh) I really need to save more," and saying "Wow! In six months, my emergency fund will have enough so I won't need my credit card every time something comes up," or "By this time next year, we'll have the travel account up to just what we need for the cruise."

Name your savings accounts. This keeps purpose in mind. For example, I love to travel, so it's more fun to see my savings grow in my "Travel" account than just a savings account. And, now the money is designated.

And attach the act of saving to your values and goals. Instantly, saving becomes more meaningful and fun, whether the goal is security, peace of mind, a major purchase or a comfortable retirement.



And you know what else is fun? Games! Here are some saving games anyone can play.

- "See how many miles I can put on my car": After you pay off your loan, keep driving and saving that payment toward the next vehicle. After a few rounds of this game, you may even buy a vehicle without a loan!
- "Go one season without buying clothes": Stop spending in one area and put the savings away toward something you care about.
- "Skip and Save \$200": Over two months, skip one haircut, one nail appointment, one premium coffee, one lunch date and one dinner out. Then put those savings in your special savings account.
- "I don't spend (quarters, singles or fivers)": Just decide that you will not spend a particular coin or bill no matter what. Every time you get a quarter or a \$5 bill, for example, do not spend it. Put it aside and then deposit it. The extra fun - every time you get the denomination you are saving, you are reminded of what you're saving for.
- "52-week challenge": You can save \$1,387 in a year by adding a dollar to what you are saving each week for one year: Week 1 = \$1. Week 2 = 2 (so you have 3), week 3 = 3 (so you have 6),week 4 = \$4 (so you have \$10), and so on.
- "Einstein": Make yourself a savings genius. Read up, talk to an expert and/or participate in a free seminar this year. Hint: We have plenty of experts and seminars at Summit Credit Union.

Use as many of these games as you'd like and create your own!

Watching your own financial progress is fun, too, especially when you don't have to do the math. Check out Summit Credit Union's free personal financial management tool, Money Minder. At a glance, you'll see where your money is and where it's going so you can adjust your spending. You can also set and track goals and monitor accounts you have anywhere. And you can set automatic alerts for bills or account balances, so you'll be on top of your money without lifting a finger, except to log in.

And finally, if you really want saving to be fun, do your banking where people get that. I recommend Summit Credit Union.

Kim Sponem is CEO & President, since 2002, of Summit Credit Union, a \$3 billion, memberowned financial cooperative with more than 176,000 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.



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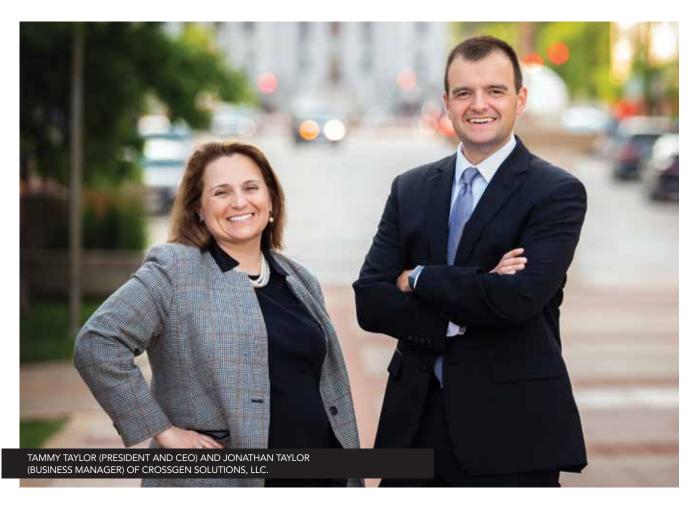
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Our team has decades of experience with executive leadership, business transformation and project management and values working with other local businesses in Dane County. President Tammy Taylor has been an executive leader in a large international organization and has been a certified Project Management Professional (PMP) since 2005. Having worked with consulting firms for the past 20 years both as a client and consultant, Tammy understands the nuances of a business consulting engagement. She has led major transformational initiatives, saved major government contracts, and replaced much higher-priced consultants from the largest consulting organizations. As a result, she saved clients hundreds of thousands of dollars while delivering greater value. She identifies the underlying causes of inefficiency and profit loss within the company.

Likewise, Business Manager Jonathan Taylor has a Master of Business Administration degree, and experience working with different departments of large insurance companies. He brings a unique perspective to CrossGen Solutions as a junior consultant.



PICTURED: MADISON WOMEN AT MICHAEL BEST. FROM LEFT TO RIGHT: FARRAH RIFELJ (PARTNER), TANYA SALMAN (ASSOCIATE), KELLY BARTON, PH.D. (PATENT SCIENTIST), HOLLY COURTNEY (ASSOCIATE), JULIA COX, PH.D. (PATENT AGENT), ANN USTAD SMITH (PARTNER), KAREN TIMBERLAKE (PRINCIPAL), AMY BRUCHS (OFFICE MANAGING PARTNER), GAYLE BUSH (PARTNER), MICHELLE DAMA (PARTNER), RIKKI HULLINGER, PH.D. (PATENT SCIENTIST), LEAH HURTGEN ZIEMBA (PARTNER), SANSUN YEH, PH.D. (ASSOCIATE), KATHERINE HINKLE (ASSOCIATE), ADRIENNE EHRHARDT (PARTNER). NOT PICTURED: LAURA KONKEL (PARTNER), SHEILA BOOTHBY STEVENS (PARTNER), AND MELISSA TURCZYN (PARTNER).

Women at Our BEST



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- Kari Harpold partners with local Business Owners on their cash management needs. She's worked with many Dane County area businesses, ensuring expertise in this market.

These five women make up a dynamic banking services team perfect for busy Madison, Verona, and Greater Dane County Professionals.





Catholic Charities

CATHOLIC CHARITIES

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Jackson Fonder

Jackson Fonder, President & CEO of Catholic Charities Madison, is moving to make a difference in the lives of those in need. He moves projects forward, like The Beacon, or moves on the field playing softball with The Beacon Eagles.

In 2016, Jackson stepped forward to open the first "one stop" resource center for people who are homeless in Dane County. The Beacon opened in October 2017. After 9 months of operation, people are moving into jobs and housing. Since January 2018, over 100 individuals have found employment and over 65 found housing through staff assisted connection to community resources and the 14 on-site partner agencies.

This summer, Jackson has been shaking it up on the field with a team of softball players. The Beacon Eagles is the first ever MSCR co-ed team comprised of people who are homeless and the people who work on behalf of the homeless.



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WOMEN HELPING WOMEN VOTE

RELATIONAL VOTER PROGRAM SEEKS TO INCREASE FEMALE TURNOUT IN MIDTERM ELECTIONS

BY HYWANIA THOMPSON

WHEN WE'RE LOOKING for a new car, appliances, the best day care or a fitness studio, who do we turn to? We ask our family, friends and coworkers for recommendations. We trust information from these people because we know them. This is the idea behind the Relational Voter Program—an effort aimed at increasing the number of women voters through the power of personal relationships.

The Wisconsin Alliance for Women's Health is leading the effort and working with other organizations-Mid-Day Women's Alliance, Wisconsin Breast Cancer Coalition and Zonta Club of Madison-on the program. The Wisconsin Alliance tested the idea in 2016. Founder and executive director Sara Finger says relying on personal relationships is nothing new. "The idea of the power of the personal connection of relationships and the trust you have with someone you know is as old as time," says Finger. Over the years, we've seen "traditional" get out the vote efforts-social media, TV ads, radio ads. However, Finger says those mechanisms haven't necessarily been effective.

Only 56 percent of eligible Wisconsin women voted in the 2010 midterm election. The same percentage held in the 2014 midterm election. And, Finger says, the largest group of people who didn't vote in the state in 2016 were white, unmarried women. "What we're seeing as a society right now is that policy and decisions have been happening to women instead of with women," she says. "One of the most powerful ways to have things happen with you is to show up and be part of the decision."

Women often face barriers when it comes to voting, such as having to care for parents and children or having feelings of intimidation, apathy and frustration

"I just hope that in the world we're living in where these divides exist, because of the state of our political system, that we can all agree that no matter where you are on the political spectrum, there's incredible power in exercising our right to vote." -Sara Finger, executive director, Wisconsin Alliance for Women's Health

with the system. Finger hopes the Relational Voter Program can help remove those barriers. "Having someone in your life that you trust to remind you of how important that is and together, collectively, share a voice-but doing so with your individual vote—is really powerful," she says.

How it works

The Relational Voter Program is simple. You sign up to become a leader on the program's website. During sign up, you include names of women in your network who you believe aren't registered to vote or haven't voted in recent elections. Organizers say that ideally your list (which is never released publicly) should include people who trust you and would accept your help to get them to the polls. A database pulls the information you entered and creates a customized report. Then a "coach" from the Wisconsin Alliance for Women's Health contacts you to give you the report, as well as resources to reach out to the people on your list. The coach works with you through the election to help you support your network. And no need to worry about the organization keeping the information in its database. Finger says once your report is pulled, the information is deleted from the database. The alliance hopes to have 100 people sign up as voting project leaders, with a goal to get 65 percent of Wisconsin women out to vote in 2018.

T.R. Williams is a Relational Voter Program leader. She learned about the program at a summit hosted by the alliance earlier this year. Williams had been invited to speak at the summit and was struck by the call to action. "The Relational Voter Program was presented as a way to affect change in a practical and real way among those that are sometimes the hardest to reach-family and close friends. So I stepped up. Answered the call. It was the least I could do," Williams says. She says those working in the public sector doing good work, who then have to go home to their families with something left, often get tunnel vision and experience compassion fatigue. She says she's been guilty of both, but the Relational Voter Program offers an easy lift. "The idea that policy, legal and health change could be as simple as getting those who I loved, those who I had memories with, to vote—intentionally, strategically, with purpose and vigor struck me as doable and necessary. There was no other choice," Williams says.

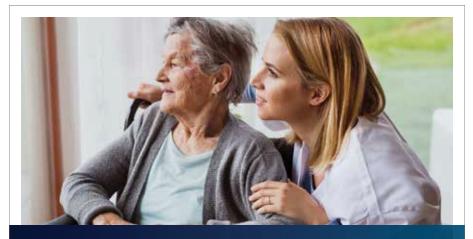
Women candidates

The wave of female candidates running for office across the nation has washed over Wisconsin as well. As of BRAVA's press time, Wisconsin's Aug. 14 primary election included 11 women on the statewide ballot running for governor, lieutenant governor, secretary of state, state treasurer and U.S. senator. Dozens more women are vying to represent districts in the U.S. Congress and state senate and assembly, although none are in Dane County.

With the Wisconsin primary coming up on Aug. 14 and the general election on Nov. 6, the alliance's Finger wants people to understand the power of every election and that every election has consequences.

"I just hope that in a world we're living in where these divides that exist between us because of the state of our political system, that we can all agree that no matter where you are on the political spectrum, there's incredible power in exercising our right to vote."

Learn more about the upcoming elections and the Relational Voter Program at asklearnvote.org.



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IT'S BEEN SAID that sitting is the new smoking. For the folks at Trek Travel, led by president Tania Burke, standing desks are an easy way to kick the habit. Based in Machinery Row on the shores of Lake Monona, Trek Travel employees recently started using the Solace Sit-to-Stand, a standing desk model that can be raised to a standing height with a single hand, and remains stable and balanced under phones, keyboards and computer monitors.

The choice between sitting and standing isn't the only one, though. In addition to switching between a standing and sitting workspace, work stations can be further individualized, with employees replacing traditional office chairs with balance balls or even core-strengthening balance boards. At Trek, the saying goes, "The best seat in the world is the seat of a bike." But the second best might just be standing. -Megan Roessler







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HEALTH

STRESS LESS MANAGING ENTREPRENEURIAL ANXIETY

BY ERIN HUEFFNER

STARTING YOUR OWN BUSINESS can be exhilarating. You get to say "sayonara" to the 9-to-5 grind, the boring meetings, the aggravating commute. You're following your dreams. Best of all, you get to call the shots now. But with the thrill of being in charge comes the anxiety of making it all happen, often on your own. How you manage that stress can make or break your venture.

So how do successful female entrepreneurs handle this stress? "First and foremost: Get help," says Susan Thomson of ActionCOACH Business Consulting in Madison. "If you need to learn how to sell, find a sales coach to work with you. If you need help in staying organized, bring in an administrative assistant. It helps to build your business and set things in place from day one. And that's why it can help to have a coach, because when you're in the middle of it, you can't see it."

You may be a solo business owner, but that doesn't mean

you have to go it alone. "It's extremely stressful to be an entrepreneur," Chariti Gent says. As director and lead instructor of the UW-Madison Professional Life Coaching Certification Program, she trains the next generation to help clients get new perspectives and find the courage to take bold steps. "There are always the bad days, but you honor that you're having a dip, allow yourself to feel it, and then process through it You've got to have a great support system."

Gent tells her clients to reach out to others who are building businesses, too. Wisconsin Women Entrepreneurs is a "sisterhood" of women who own businesses in the state with an aim of lifting each other up and providing support to its members. And, remember why you're doing this in the first place.

"When I was deciding whether or not to start the business, my daughter said to me 'Well mom, if you don't do it, will you regret it?'" says Gent. "If you're thinking about taking the leap, do some soul searching. I never want to look back and say 'what if?' Go for it and know that you're going to hit some bumps and challenges, but that's all part of living a fulfilling life," Gent explains.

For more information on Wisconsin Women Entrepreneurs, visit www.southcentral.org.







A STRENGTH-BASED APPROACH TO NEGOTIATION SEPTEMBER 26, 2018



Megan Watt is a Leadership Development and Strengths Specialist, Career Coach, Consultant, and Entrepreneur with 5+ years of experience in higher education in career and leadership services. She is a proud member of Forbes Coaches Council, an

invitation-only community for top business/career coaches. Her passion has always been teaching, leadership, and thinking big. In her spare time she is a runner, sports fan, and fun fact geek!

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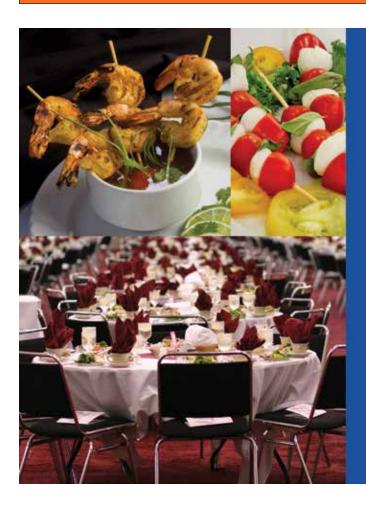








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ASK THE EXPERT



TIPS FOR INVESTING

ASK LINCOLN FINANCIAL ADVISORS, CARRIE WATERS SCHMIDT

What are my options for investing in companies that I agree with morally?

With school shootings, the everoccurring glass-ceiling in the workplace, antigay and racial inequalities and what might seem like back-pedaling on our environmental protections, our current events are driving many people to look for ways to invest without feeling like they are adding to the problem. There is a movement called ESG (Environmental, Social and Governance) investing, or SRI (Socially Responsible Investing), that allows you to find investments that screen out certain types of companies so you can still save for things like retirement but without the guilt. An example of some of the screening criteria are: women led/ governed companies, green power industry, companies frequently rated as "Best Place to Work", no gun manufacturers, no companies involved in the meat industry, no nuclear, etc. This concept is becoming such a powerful movement that many non-ESG/SRI investment companies are now adding these funds to their line-up knowing they could lose significant market share if they don't include them.



LINCOLN FINANCIAL ADVISORS

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As a woman, what are the largest threats out there that could stop me from living my best retirement?

Unfortunately, there are many threats out there, and there are significantly more if you're female. You are likely to live a long life, which financially speaking, means you will need a larger retirement fund than your male counterpart as it will have to fund your retirement longer. And what's worse

is, if you're married to a man, your likelihood to outlive him could result in you needing a caregiver in your later years. The cost for skilled care is shockingly high, and it's only going to get worse as the typical inflation rate for healthcare is 5.5%-7%1. So what costs \$9,000 per month now for care could cost as much as \$26,260 per month 20 years from now! If you have a history of dementia in the family, that's even more expensive as the average length of care for a dementia patient is 8 years2.

So what do you do? There are protections available that can give you a pension-like income that cannot be outlived, offers a minimum payment amount and even some growth potential. This helps ensure there won't be a day when you no longer have an income. You can also protect both yourself and your family from the Medicaid system by purchasing a Long-Term Care insurance policy. These policies can be bought as a stand-alone policy or a hybrid. Hybrids are becoming popular because there is still a benefit if you do not end up going on claim whereas in a traditional policy you use it or lose it.



In financial-speak, what are some pros and cons of getting married to my nartner?

Many women are choosing not to get married, perhaps due to a messy divorce or simply a conscious decision to avoid it. Regardless of the reasoning, there are many different factors that come into play. If you were previously married, how long was your marriage? You may be able to collect Social Security based on your ex's work history, but you forgo this benefit if you remarry. As for property- how do you own your home, your business, your bank accounts? Wisconsin is a Community Property state which means 1/2 of your "stuff" is theirs once you're married. This also means 1/2 of their debts are yours! Talk to a lawyer to protect yourself and your "stuff". As for taxes, do you know if the marriage penalty would apply if you filed jointly? Would it help you or hurt you if you combined your deductions? Lastly, if either of you die with each other listed as a beneficiary, it's best if you are married since spouses receive better inheritance options.

Works Cited

1https://www.pwc.com/us/en/health-industries/ health-research-institute/behind-the-numbers. html. 7 July 2018.

²Genworth Claims update for 2008; largest provider of LTCI Benefits today

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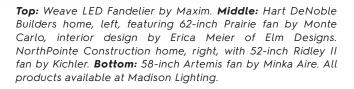






GO WITH THE FLOW COOL NEW CEILING FANS

WHETHER YOU'RE RENOVATING an interior space or thinking about adding a fan to your screened-in porch, it's important to understand all the choices involving these nifty and innovative fixtures. Choose both motor finish and blade finish to match similar accents in the room, including flooring, cabinet hardware and doorknobs. The number of blades can imbue your space with a certain energy, even when the fan isn't turning, so be conscious of this! If you'd benefit from the additional air flow but would prefer a more discrete design, consider fixing a fandelier to your ceiling. With this stylish fusion, your ceiling fan can be adorned with a sophisticated chandelier. Ceiling fans have become much more advanced in recent years, with larger blade spans and energy efficient LED lighting. These trendy fixtures create a more comfortable space all while complementing your home décor. -Samantha Georgson 😭



In the Business of Caring







Three women who founded companies to help others

Axios Life Coaching

Jara Rios counsels on work, life and love

BY CANDICE WAGENER PHOTOGRAPHED BY HILLARY SCHAVE

n her native Puerto Rico, Jara Rios was at the helm of an afterschool program that she had created for high school students. Her main goal: to motivate the students to study the humanities in order to get a more well-rounded education. When her family relocated to the mainland in 2005, she wanted to continue promoting the humanities but figured she'd need to reevaluate how she was doing so.

"I needed to find a new way to do what I wanted to do but in a new scenario that probably didn't have the same needs," Rios says.

She earned her Ph.D. in Portuguese literature from UW-Madison and continued on to study grief counseling, trauma and positive psychology. It was all on the way to pursuing a career as a life coach so she could unite all the facets of her background: arts, philosophy, humanities, social work and psychology.

She founded Axios Life Coaching in 2016 and has expanded its offerings to include career-related and relationship-based coaching, as well as grief counseling. One of the ways Rios says she sets herself and her services apart in the somewhat crowded life coaching field in Madison is by drawing on her profound knowledge of the humanities and utilizing them in her coaching practice. Sometimes she will give clients exercises that include reading a book or short story and analyzing the characters or themes, so that they connect the dots in their own lives. "I use everything that I can use to make the person think or brainstorm around issues that are related to them," Rios says.

Rios also brings a multicultural perspective to her work, and speaks English, Spanish and Portuguese fluently, allowing her to serve a greater diversity of clients. Despite the range of clients and needs she serves, Rios feels they are all

"I believe ultimately all our issues as human beings are grounded in traumas that we are grieving, or fears that we have or different conceptions of love," Rios says. "Although it appears like I serve very different aspects or niches, I believe all of them are tied together into those concepts of grief and love."

Rios places high priority on making her

clients feel comfortable. She is willing to meet at any physical space, over Skype, on the phone-whatever works best for her clients. "There is a lot of personal stuff that is shared in my coaching sessions; it's a process of dancing together."

Jinelsa Bonilla, a client who lives in Tampa, Florida, has been working with Rios over the phone on a weekly to biweekly basis for about a year on some career coaching. Bonilla recently transitioned into a role in the real estate business. She appreciates the fresh perspective that Rios brings.

"She asks the right stuff. You can tell that she is genuinely interested, genuinely wants to help and really wants to figure this out with you," says Bonilla, adding that Rios is willing to go over the allotted time if necessary to dig deeper into the heart of a matter.

Rios also takes on a unique perspective of success. While she believes that much of her job is helping clients find the way through whatever transition they may be going through, she also believes that a big part of her role is just being there.

"I am not always going to walk into the life of a person that is ready...I believe as a coach you walk side by side with someone to help them succeed or discover or reach different aspects of their life."





Angels Loving Care

Juliet Nowak offers home-based care with a heart

BY CANDICE WAGENER PHOTOGRAPHED BY HILLARY SCHAVE

'uliet Nowak epitomizes the definition of a people-person: very open and talkative, she instantly befriends whoever she meets. It was only natural that she delved into the caregiving profession when she moved to the United States from her native Philippines and needed work.

After earning her master's degree in health administration, Nowak launched her own caregiving business, Angels Loving Care, in 2014, and has seen the enterprise grow like wildfire.

The company provides individualized caregiving, mostly for the aged but also for anyone in need of specialized care. And it's all done in the comfort of the client's home.

Nowak says her years spent working on the front lines in assisted living facilities and in memory care units left her disappointed with how little one-on-one time she actually had to devote to each resident.

"You have eight-hour shifts, [but] you hardly have time to get to know residents. In that eight hours you have a lot to do...

sometimes there are 20 residents and only two of us. It's hard," comments Nowak. "I love to talk. I love to spend quality time with my patients...Sometimes I would go out of my way for the family, [but] you can only do so much."

Nowak says those experiences of wanting to provide more for her patients and their families prompted her to launch her business. She works with the client and their family to tailor a custom schedule, whether they only need a few hours of care each month or require 24hour assistance.

"When we are working with your loved one, we are working with them and they are our priority," says Nowak, adding that families often don't realize how little one-on-one care is given at outside facilities. Plus, clients are usually happier being at home.

Nowak helped one family whose mother was in hospice and had been told she needed to be treated in a facility, but the mother's wish was to die in her home. Nowak's therapists worked with the mother in her home for 18 months until she passed away. The family was so appreciative of the quality of care their mother received and the ability to honor her wish to stay in her home.

"Many people don't realize how vital in-home care services are for our aging population, nor what talents and compassion it takes to provide these

services," the daughter commented in a letter, thanking Nowak and her team.

Nowak's business is timely, with the aging population growing nationwide. The number of Americans age 65 and over jumped from 35 million in 2000 to more than 49 million in 2016-a 7 percent increase, according to U.S. Census data.

On the local level, the need is reflected in Nowak's rapid business expansion. In less than five years, Angels Loving Care has grown to 80 employees, serving over 100 clients at any given time, and offering care within seven Wisconsin counties.

In May this year, Nowak was one of 17 women who received the Governor's Trailblazer Award for Women in Business, recognizing women leaders who are helping the state's economy thrive by creating employment opportunities.

Nowak is also extremely proud of the team she employs, many of whom have been with her since she started Angels Loving Care. Nowak sees them all as leaders in their own right and says she makes a conscious effort not to micromanage.

"I can only soar if I have the right people...we're winning because we are working as a team," says Nowak. "The field, the profession is very challenging. At the end of the day, what we can say is we're helping people and we're making a difference for that person's life. That's what keeps me going."

Indigo Trails

Stacey Bean offers healing with a horse sense

BY EMILY LEAS PHOTOGRAPHED BY KAIA CALHOUN

ark red barns ramble across the property at Indigo Trails, set against a backdrop of rolling hills. A gentle breeze carries the sound of a horse neighing from a nearby pasture, while Kabuki, an English retriever, lounges in the sun on the cool concrete. Stacey Bean settles in to share the story of founding Indigo Trails, a holistic wellness center, and of her own journey of grief and self-discovery.

Bean knows she's always been a healer. Even before she went to medical school to become an emergency medicine doctor, she loved educating and inspiring others to lead their best lives through health and wellness. In her first year of med school at the University of Vermont, she met her match in Darren Bean. They married and moved to Madison to start their careers in the emergency room—he at UW Hospital and she at St. Mary's Hospital.

"Through medical school and beyond, we were known as Dr. He Bean and Dr. She Bean," she remembers, smiling. "People would call and ask for Dr. Bean and we'd say which one...the He Bean or the She Bean. Then there'd be a silence and then laughter."

But through their 10 years in medicine, Bean recalls a sense of something missing-something about Western medicine that just didn't make her feel complete. And then on Mother's Day of 2008, Bean got the call that changed her journey.

"I didn't realize that my last day of medicine was the day before" the call, she says.

Darren's Med Flight helicopter went down near La Crosse, leaving Bean with two small children and a lifetime ahead of her without her soulmate.

"Life stopped for me... The idea of going back to emergency medicine without him...it had always been Dr. He Bean and Dr. She Bean," she says with tears in her eves.

She decided that when the time felt right, she would go back. But that time never came. She went on her own healing journey over the next five years, peeling back the layers of grief through meditation, exploring Eastern medicine techniques that had always interested her, and, as she says, getting back into her own truth.

"Some people say that I reinvented myself. No, I found myself," she says with a hand to her heart.

As part of that healing journey, horses re-entered Bean's life. Having grown up with them, Bean thought at the time in 2012 that horses would be entertainment

for her young family. The horses let her know that wasn't going to be the case. She explains that they solidified for her how to be in the present, how to be vulnerable. She found that her grief and pain didn't bother them, it didn't scare them, they didn't try to fix it.

As Abbie Franke, one of Bean's closest friends, explains, "Her philosophy is about living each day to the fullest and that each day is a choice. Not to live in the past, not to live in the future, but to live awake, alert and aware in the present."

This philosophy propelled Bean through the next part of her journey. After purchasing two horses, she found the Verona property and knew that the serenity of the place could help awaken and heal others. She also knew from her journey following Darren's accident that while her decade practicing medicine gave her expertise in the physical body, healing needed to focus on the emotional, spiritual and nutritional aspects as well—the whole body.

So, she spent the next four years gaining expertise in these other pillars and began building Indigo Trails, which offers mindfulness retreats, wellness nights, personal coaching and yoga (in a barn!)

Bean received her Equine Gestalt Coaching Method certification through the Touched by a Horse program in 2016. Equine coaching is a method of coaching that uses horses to tap into our own awareness and instincts.





Cassie Johnson, one of Bean's one-on-one coaching clients, had no expectations of how Bean would use the horses during their sessions when she started last year.

"I choose my words very carefully and always have," Johnson explains. "In my sessions if I wasn't being very open or as communicative, the horse would sometimes come and almost hit me on the top of the head with his head. [Bean] would say, 'What does that mean to you?' Well, he's telling me to say it how it is, or be more authentic, at least that's how I took it."

Through this introspection, Bean weaves in lessons on gratitude and the uniqueness of each of our journeys. Lois Feiner, a teacher with Verona Area Schools, attended one of Bean's recent mindfulness workshops and came away with this lesson as a springboard for her own work.

"For me as a teacher, one of the most valuable pieces was how I can take what I've learned and continue to practice those ideas...How I can approach my students in a healthier, more accepting, non-judgmental way," she says. "I'm deeply in debt to Stacey for that. She's a truly unique woman who has gifts that are vast, varied and deep."

Feiner recalls the lessons Bean shared about horses as prey animals, grazing peacefully until they are attacked by a predator. They run. They do what they need to and once the danger is gone, they go back to grazing and being calm and relaxed.

"Humans don't do that very well. Being in a prolonged state of stress is very detrimental both physically and emotionally. Stacey talked about that from her medical background, from her mindfulness background and from her equestrian background. It makes perfect sense now," says Feiner.

As part of her personal coaching, Bean also plays the role of cheerleader.

"There were times when I was missing running because I had two hip surgeries," says Johnson. "So, when I put running on my calendar she remembered that and sent me a text to encourage me."

Bean still struggles with the fact that in her decade working as a physician she would hand patients discharge instructions and a prescription, but not provide a path to accountability and healing.

"When a person creates their own prescription and when they find their own answers, that's when transformation happens," she says. "The whole time I was in Western medicine, I can't say I transformed any of my patients. I helped them, absolutely. But as a coach, I've seen them transform themselves with my guidance. That's what's powerful."

Bean built Indigo Trails on a foundation of helping women transform themselves, but through the years as she trained with Touched by a Horse and the Institute for Integrated Nutrition, she felt a tug to help healthcare workers and address the rising suicide rates among medical students and residents in her former field. And she knows exactly where that push is coming from: Darren, she says.

So she started down the path of creating a course for medical students called Medicine and Horsemanship.

"It's kind of a barnyard to bedside thing," she says. "Horses are really good at teaching emotional intelligence. You have a 1,000-pound patient that does not care that you're wearing a white coat or that your title says doctor. They're going to tell you the body language that's coming across from you."

Using her array of expertise, she submitted a proposal to the University of Wisconsin School of Medicine in late 2016. In early 2018, Medicine and Horsemanship was approved as a course for second-year medical students. She explains that there is still funding to secure, but her vision is becoming real.

Bean remembers being asked after Darren's death if she knew what she knows now, would she live this life again?

"Without any hesitation, I said absolutely," she recalls. "I lived a lifetime with Darren. Thirteen years. I am the person I am today because of being with him, because of the experiences we had and the person he was."

That gratitude is what drives her to help others find their own gratitude and most authentic selves.

"Seeing my clients be able to drop some of that unfinished business...I love seeing that. I love the impact. It's freeing. You see a radiance to them. And people start realizing that their life is precious. That they are precious. When they start to see that, it's truly rewarding. That's why I do what Ido."

Bean says she doesn't have the whole picture of what Indigo Trails will become, but she is open to the journey that she has started and will continue to find gratitude in helping others create their own trail.

Growing Businesses

A Creative Ecosystem

Toni Sikes built CODAworx into a hub for artists, buyers and creatives worldwide

BY JULIA RICHARDS
PHOTOGRAPHED BY HILLARY SCHAVE

adison is far from the capital of the art world. But right here in the capital of Wisconsin is the only company of its kind connecting artists to commissioners of art and to the fabricators and installers needed to bring their masterpieces to light.

CODAworx has been around for only five years yet has gained recognition among artists all over the world and will likely expand to serve international clients next year, says founder and CEO Toni Sikes.

CODA stands for Collaboration of Design + Art and CODAworx provides a website where artists can browse requests from architects, cities, companies and others looking to commission artwork. Artists, architects and installers can also showcase their past works and make connections to get their next commission. This synergy drives CODAworx's success. "We made a statement from the beginning that in order to create these big projects it requires an ecosystem," Sikes says.

The company has definitely created a buzz, says Stefanie O'Keefe, CODAworx's requests for proposal specialist. "The company is still relatively young, and yet over the last couple of years, it has just become so well known in the art world that everybody is talking about it and sharing enough that the people come to us. We have new artists every day."





BE INSPIRED TO GROW YOUR BUSINESS

Once your company is off the ground—the next challenge is to continue to grow it. Owner and operator of Be Inspired Salon, Kati Whitledge, offers a few tips and tricks for growing your business from the ground up.

DECIDE WHERE YOU FIT IN

"No matter what industry you're in, you have to decide, as the CEO, if you're truly going to be the entrepreneur of your company," says Whitledge. "The woman running the business can't do it all," she explains. "If you want to see growth, you need to step away." It's important to check in with yourself. Ask, "Do I work in my business, or do I work on my business?"

GROW YOUR TRIBE

Once you have determined your role as the head of the company, it's important to recruit help. "You need to build your team up with people that are super talented in all of the other areas, says Whitledge. Many entrepreneurs are apprehensive toward this idea, especially if they're used to having a hand in every aspect of the business. "You need to invest in people before the profits can come in. Sometimes saving a wage is costing you a fortune," she says.

FIND WAYS TO ADD VALUE

Once established in the industry, business owners stumble upon a new challenge—increasing value. To add value, you have to build additional resources for the people that love your brand. "When you think about investing and expanding it's not necessarily about the services you offer or the products you carry," Whitledge explains, "it's growing your team, growing in your location, adding to the experience and expanding in that way." -Samantha Georgeson

Read more about Kati Whitledge at BRAVAmagazine.com.

Large-scale artworks that CODAworx helps make happen can be found in subway stations, airports, hospitals, public squares and private condos. "The beauty of it is you're seeing this artwork going into the places where people normally are. Everybody goes to an airport or rides on a bike path. Not everybody goes to museums," Sikes says.

The company helped actualize the 123foot electric waterfall mural on the 316 Building in downtown Madison. It also worked on two pieces at Ovation and two at the new Spark building on the American Family campus.

Sikes says recognition is the other key to CODAworx's success. Artists, architects and installers all need their work to be seen, and the website offers exposure, as does a monthly newsletter and annual awards program. This year the company had 450 submissions from all over the world. The winners will be featured in Interior Design Magazine, as well as partner design magazines worldwide.

CODAworx is Sikes' third company and started as an online version of her first, which published a print directory of large-scale artists and designers. She has a bachelor's degree in art and a master's in market research. "I don't make art myself, but I've always been interested in how you can apply marketing principles to get more art out into the world," she says.

Increasingly, clients are coming to the company looking for someone to handle the whole process of commissioning and installing a work of art. This demand is driving the company's development. "Our growth is largely in response to what people are coming to us and asking us to do," Sikes says. CODAworx's 2018 revenue is set to double from 2017.

Several of CODAworx's staff members work remotely, including O'Keefe. When she thought she had to resign in order to help care for her mother, who has Alzheimer's disease, Sikes told her they could find a way for her to work from home. "It's been great because I feel like I've been able to grow with the company even without being able to be in here every day," O'Keefe says.

As RFP specialist, O'Keefe helps companies and groups decide what they are looking for in an artwork and then select an artist. Like Sikes, she is energized by the idea of helping artists thrive in their careers. With a degree in theater, dance and music, O'Keefe worked with a professional theater company for 10 years. She's thrilled to still be working in support of the arts. "This idea that we start conversations and there's a spark of an idea, and then years later you see it on a wall and you see people coming from all over and talking about it... it's incredible," she says.

"I don't make art myself, but I've always been interested in how you can apply marketing principles to get more art out into the world." - Toni Sikes





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MAIN STAGE **PRESENTATIONS**

9:15 A.M.

Live Entertainment: Denny Diamond & A Jewel

Tribute to Neil Diamond, plus the music of Johnny Cash, Jim Croce, Dean Martin, The Everly Bros and Glen Campbell

10:15 A.M.

Financial Knowledge, Tools and Expertise for Women. SVA Plumb Financial's Savvy Women

11:15 A.M.

Volunteers are the Heart of Hospice Rvan Klaustermeier, Heartland Hospice

12:15 P.M.

Safety At Home

Mary Borland and Amanda Borleske, Dean Health Plan, SSM Health

1:15 P.M.

How Yoga Can Keep You on Your Feet: Reduce the Risk of Falling Paul Mross, Group Health Cooperative of South Central Wisconsin

2:15 P.M.

Sit & Sip: Learn About Wisconsin's Wine Industry Alwyn Fitzgerald, Fisher King Winery

3:15 P.M.

Live Entertainment: The Russ Loniello Show Russ sings a variety of hits by famous crooners, country classics and timeless standards.

CLASSROOM PRESENTATIONS

10:30 A.M.

Functional Fitness Group Exercise Janelle Weidert, Madison School and Community Recreation

11:30 A.M.

Home Safety and **Fall Prevention** Heather Mortenson, DPT Four Winds Manor & Lodge

1:00 P.M.

River Cruise. Ocean Cruise. **Train Adventures** Tom Van Dorn and Balinda DeSantis, Expedia Cruise Ship Centers

2:00 P.M.

Yoga with Ellen L. Millar The Wonder of Yoga, LLC

3:00 P.M.

An Aging Face: Prevent, Pause or Rejuvenate, the Choice Is Yours Brandi Jurek, RN BSN, Quintessa® Aesthetic Centers

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Agrace Hospice and Palliative Care **AHT Wisconsin Windows** Alzheimer's Association Amare Global **Anytime Fitness Aster Senior Communities BRAVA** Magazine Capitol Lakes Champion Windows & Sunrooms Clear Captions ComForcare Home Care Services Community Living Alliance Coventry Village Retirement Community **Everdry Waterproofing Expedia Cruise Ship Centers** Four Winds Manor & Lodge **Goldstein & Associates**

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Heritage Senior Living Krause Donovan Estate Law Partners LeafFilter North of Wisconsin, Inc. Life Is A Daring Adventure LightRx Face & Body LSM Chiropractic Madison Chiropractic Madison Optometric Center Madison School and Community Recreation (MSCR)

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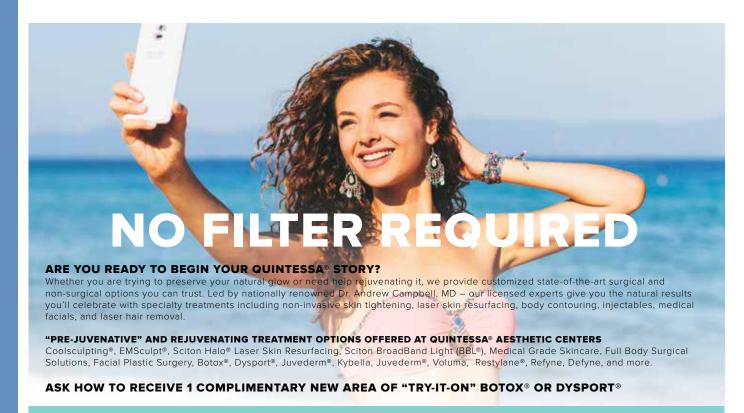
Truth: Hospice is a philosophy of care, not a place. Hospice care can be provided in any place the patient calls home, whether that is a personal home, a skilled nursing center, assisted living facility or anywhere else.

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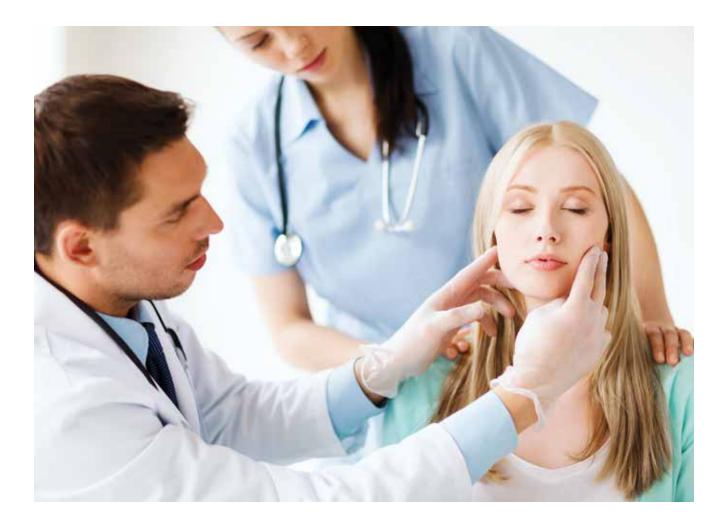


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Turning back the clock is possible

WITH COSMETIC FACIAL AND DENTAL TREATMENTS

BY SUE SVEUM

You may think of anti-aging tips as eating right, exercising and, well, maybe tweaking a few troubled areas here and there. And that's absolutely true. In addition to taking care of yourself on a daily basis, there's a lot that an aesthetician or cosmetic surgeon can do to help you turn back the clock—or at least freeze it. But you may be surprised to know that your dentist can also play a large part in anti-aging prevention and transformation. Some local experts weigh in with ideas to help you look good and feel

BEAUTY MEETS SCIENCE

Aging is a fact of life, and that's OK. With age comes wisdom, right? That may be why a good share of older Americans would not choose to go back in time. But it's also no surprise that most of us would like to look a little younger. To that end, there's no shortage of anti-aging products on the market these days, but let's face it—skin creams and makeup can only do so much. Maybe it's time to see a professional.

"Most often our patients have spent several hours on the Internet researching the many different anti-aging options available both over the counter and in an office setting," says Genevieve Schultz, medical aesthetician at SSM Health Aesthetic Center. "They're looking for a provider who understands not only the science and technical aspect of the cosmetic world, but someone who listens to their concerns."

Many of them have been referred by family or friends, and they come in for a variety of reasons—to find the plan that will best suit their own personal goal. And that may be entirely different from the treatment their friend had. "When a patient comes into the office they're usually in need of reassurance and some professional advice," Schultz says. "I often hear that they have reached a point where they've 'tried everything' topically to try to achieve a desired result and haven't yet been satisfied.'

And that's why the relationship between patient and provider is so important. "I find the more information I can provide to my patients, the more empowered and informed they feel about making the investment into caring for themselves and their skin," says Schultz. "I approach my job with them as if we're a team—working together to make great things happen."

People that come to SSM Health Aesthetic Center looking for smoother, firmer skin, and fewer visible wrinkles, of course, often choose well-known procedures such as Botox injections, Hyaluronic Acid fillers and Collagen Induction Therapy,



MEET OUR NON-INVASIVE SKIN HEALTH AND ENHANCEMENT TEAM
Physician Assistant Amber Reynolds, Medical Aesthetician Genevieve Schultz and Physician Assistant Kierstyn Block.

RELAX RENEW refresh

Our team of highly-qualified professionals is here to help you be your own kind of beautiful.

This testimonial from our patient is what keeps us striving to bring your best skin forward:

I started my skin care journey believing the false claims that the over-the-counter products promised. After experiencing the frustration of not seeing the desired results, I knew I needed to seek the advice of a medical professional.

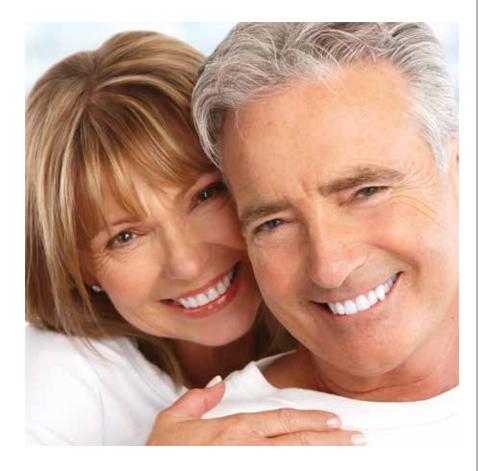
I first sought out treatment advice from Genevieve Schultz at the SSM Health Aesthetic Center. She assured me that my goal of naturallooking, progressive results could be accomplished. After receiving a series of IPL photo facials and a customized home care regimen, my skin had a radiance and tone that I haven't seen in a long time! It was then recommended that I meet with Physicians Assistants Amber Reynolds and Kierstyn Block. I put my trust in these educated professionals and received Botox and fillers to smooth the crow's feet around my eyes and improve the aging lines around my mouth. These fantastic treatments produced a natural appearance that admirers constantly compliment.

With age comes wisdom and I have become very "skin wise" thanks to the skin experts at the SSM Health Aesthetic Center.

- Margaret S.

SSMHealth.
Aesthetic Center

SSM Health Aesthetic Center services are available to the general public and are not exclusive to Dean Health Plan members.



according to Schultz. "And we're the only office in Madison that has Environ's DF Machine," she adds, referring to a skin treatment that combines low frequency sound waves and galvanic currents that assist in penetration of vitamin therapy to smooth and firm skin texture. Schultz says it's great for your skin.

While the majority of patients are women—most between the ages of 35 and 65—Schultz says the trend is moving toward aging prevention. "Patients in their 20s are starting to seek out professional skin care guidance and treatments as well as a preventative approach to aging through injectables and fillers," she says. "And HydraFacial MD is an excellent skin treatment for any age." Known to produce clearer smoother skin, it can benefit everyone from teens through mature adults.

While not a spa, the SSM Health Aesthetic Center strives to make patients feel comfortable with their experience. "Our location is unique in that it was created to be a serene environment in hopes to put our patients at ease, with patient rooms that are pristine and comfortable," says Schultz. "But we're owned and operated by the SSM Health hospital and clinic system, so our safety and sanitation are of the highest standard."

But that's not all. "The majority of our injectables are performed by our physician assistants with master level training," adds Schultz. "I pride myself on my advanced education—it's what makes my heart beat as a professional."

And it's that combination of caring and professionalism that lets you know you're in good hands.

THE MANY USES OF BOTOX

"Most people are familiar with the aesthetic benefits of Botox," says Dr. David Ducommun of Madison No Fear Dentistry. "But there are also therapeutic components to the treatment." In fact, that's where it all began. While their practice began using Botox in 2018, it's been used in dentistry for 20 years—especially for jaw pain related to temporomandibular joint disorders of the jaw, commonly known as TMJ.

One of the most common causes of TMJ is clenching or grinding your teeth. This in turn can cause pain in your jaw, teeth, neck and head. "When treated with Botox, the headaches originating in these muscles can completely disappear," he explains.

Dad said a strong handshake is the key to a good first impression. We beg to differ.

At Dentistry for Madison, we believe a smile can change a life. Your neighbors have trusted us for decades to care for the smiles they love and improve the smiles they don't. Call for a complimentary consultation to meet our doctors or schedule your biannual appointment now to prevent breaks in your hygiene routine.

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"But many individuals come to a dentist not just to cure pain, but to improve their smiles," Ducommun says. "That's often achieved through cosmetic procedures such as teeth whitening or straightening—but now you can add Botox to that list.'

So how does it work? Facial muscles connect to the underside of your skin. When they contract, they pull the skin, causing it to ripple and crease, eventually resulting in those dreaded wrinkles. "Botox injections make the muscles contract with less force," explains Ducommun. "And by minimizing the contractions, we can create a long-term smoothing of the skin."

The procedures are done only by dentists especially trained in giving the Botox injections, and treatments typically last three to six months. "We also help people with crow's feet, frown lines, forehead wrinkles and high smile lines," he says. "We're currently treating established patients, but we're able to treat anyone who wishes to have it done and is a good candidate."

"Botox is one more tool in our tool belt that can be used as a solution for chronic pain patients," says Ducommun. But if you can feel and look good, that's even better!

DENTAL TRANSFORMATIONS

If you aren't a fan of needles, or just don't feel like Botox is right for you, don't worry. There are plenty of other options that can improve your looks, dental function and overall health.

"I think a nice smile is priceless," says Dr. Jay Hazen, of Dentistry for Madison. "But there's also a direct correlation

between dental health and longevity." And those are both good reasons to take good care of your teeth.

"A lot of dental problems could be prevented if the patient had been proactive at a younger age—starting with regular cleanings," says Hazen. "Then we can do preemptive work such as making you a night guard to prevent excessive wear from clenching and grinding—and other problems that can come later in life."

And don't forget gum disease. "Your teeth should not bleed!" Hazen states emphatically. While regular brushing and flossing are the best prevention, Hazen says advanced problems can be treated with lasers—a nearly pain-free method he calls "life-changing."

And when it comes to your dental health and aesthetics, it's never too late to make changes, according to Hazen. "There are many things that can make your teeth look old and your smile look weathered," he says, "from the color of your teeth to a worn or crooked bite." Treatments are tremendously varied including whitening, crowns and veneers that improve your tooth color, the use of night guards or even Invisalign braces to correct crooked teeth or a misaligned bite.

Hazen says he starts with a free one-on-one consultation to determine what your concerns are. "It's all about having the conversation," he says. "Many people just don't know their options."

The good news? Improving the look of your teeth, could help your general health as well, making you look good and feel better!





Enhance Your Smile, Reduce Your Pain.

Botox is a conservative, minimally invasive therapeutic approach to relieve pain or symptoms associated with TMJ Disorder, bruxism, and headaches.

Many individuals also come to a dentist not just to cure pain, but to improve their smiles. Now, you can add Botox to that list to esthetic solutions.





BRAVA



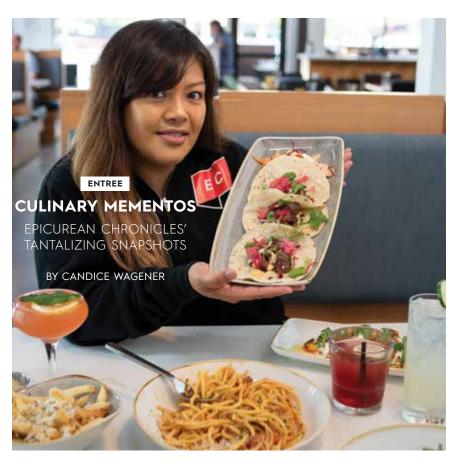
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WHAT BEGAN AS "JUST A HOBBY" completely exploded within a year to over 4,000 Instagram followers and a foodie sensation around Madison. And Epicurean Chronicles founder Chris Attaway is blown away by the response to her news and media site promoting all things food and beverage.

Product

Epicurean Chronicles aims to give the fullfledged experience of the café, restaurant or event it's visiting. Follow its Instagram Stories for a real-time log of fave foodie moments like Brat Fest and chef's table dinners. Its posts give the total rundown on what to eat, whether to have cash handy and any other pro tips to make dining experiences seamless.

The company also provides content creation, photography, video and social media consulting and management, primarily within the restaurant industry. While some visits are intentional PR trips, many other spots are "just because."

Passion

Attaway started blogging about dining out shortly after moving to Wisconsin from San Francisco. "One of the things my family and I love to do is to eat, so... even the first couple of months of living here, I felt like we ate through a lot of Madison," remarks Attaway, who was taken aback when colleagues who were longterm Madisonians would ask her advice on where to

Attaway and her current team of six writers try to visit spots together, allowing for varied feedback and taste buds represented. The EC team aims to keep the tone positive, too, but will give constructive feedback directly to management if necessary.

Philosophy

Attaway is constantly approached by foodies in other cities who want to use her platform and, as long as they agree to the EC guidelines, like maintaining an upbeat vibe, she's open to the platform growing. There are already spinoffs in Milwaukee, San Francisco and Chicago. The goal, she says, is really about bringing people together. Also be on the lookout for an EC app to launch in the months ahead. "We really want to connect everybody in the community through the one language that everybody loves-and that's food."

com. 🗯

SIDEWAYS 66 HAS YOUR WOR

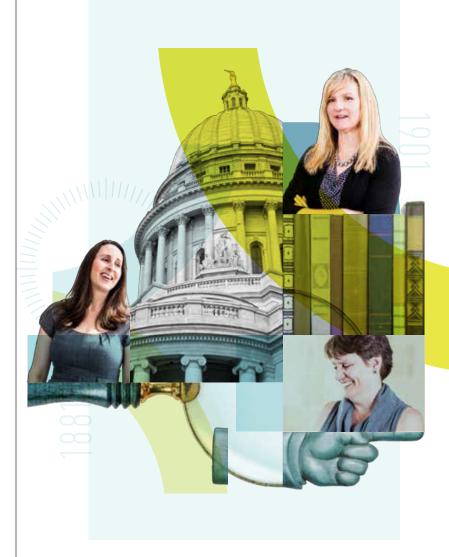
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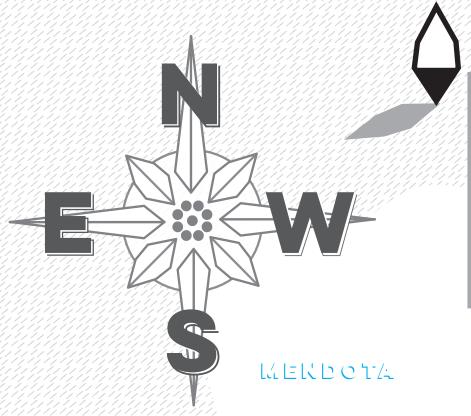
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OCTOPI BREWING

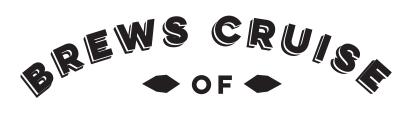
Craft beer aficionados will be able to linger for hours thanks to private tours, rotating live music, trivia nights and the creative flair behind the brewery's Untitled Art series. octopibrewing.com.





LONGTABLE BEER CAFE

Keep counting beer, beer and more beer all the way through over 300 choices of bottled brews and a dozen drafts while nibbling on gourmet cheese and charcuterie boards in downtown Middleton. longtablebeercafe.com.



MADISON

By Rachel Werner

Illustrations By Stacey Anderson

STELLAR SPOTS TO GRAB A PINT

WORKING DRAFT BEER COMPANY

Heavy on ales and art, this brewery is always hoppin' thanks to being located just a stone's throw east from the Capitol Square, locally-sourced light fare and a stunning multi-panel mural by local artist Jenie Gao. workingdraftbeer.com.





LAEKLOTA

FUNK FACTORY GEUZERIA

Know what 'meerts' is? Nope—neither did we. But if lambic or sour beer are faves, then enjoy a sampling of an array of its fruity cousin at this hipster taproom set up just off lower Park Street funkfactorygeuzeria.com.







GIANT JONES BREWING

The passion project of 2017 BRAVA Woman to Watch and Fairshare CSA Coalition Executive Director Erika Jones officially opened its doors in June. It's the first prewery owned and operated by a woman in the city of Madison. giantjones.com.

KOKOKA







SHOP 'N SWAP POP IN TO A POP-UP MARKET

BY HYWANIA THOMPSON

THE SWEET SMELL OF ICE CREAM and melodious music fill the air as shoppers line up to peruse handmade trinkets, bags, clothes and art during these three summer and fall outdoor events.

Madison Night Market is one of several pop ups around town. Such markets are becoming increasingly popular for the unique shopping and enjoyable experience they provide. "There's no better place than downtown Madison to spend time with your friends and family, visitors and out of town guests," says Tiffany Kenney, executive director of Madison's Central Business Improvement District.

In addition to the vendors on Gilman Street, booths and food carts can also be found at the top and at the bottom of State





Street These "pockets of fun" include several Monroe Street boutiques. Kenney says downtown retailers could empathize with the heavy construction currently taking place on Monroe Street and invited the businesses to participate in this year's downtown series.

Makers Market Sun Prairie is another collaborative venue hosted by Brass Tacks Resale. Owners Kendall Brunker and Andrea Schneeberger say Makers Market Sun Prairie is like shopping Etsy in real life. "You get to see, touch and feel all the products while getting to meet the incredible makers."

And held at creative studio One-One Thousand on Madison's near East Side, Good Day Market is a maker's and artsy shopper's paradise. Browse the retail area and watch live demonstrations, all while savoring a variety of food and drinks. "It's a modern mercantile style event showcasing the ingenuity, craftsmanship and beautiful, practical items produced in the Midwest," explains founder Sarah Artz. "So come prepared to nosh, sip and shop well-made, handmade goods." 🏫

For upcoming dates and details see visitdowntownmadison. com; brasstacksresale.com; oneonethousand.net.

CALL FOR NOMINATIONS

2018 ATHENA YOUNG PROFESSIONAL AWARD



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40 who strive for
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of personal and professional accomplishment, devote energy to their community, and serve as a role model for young women.

NOMINATE

Download more information and the application at:

www.thebusinessforum.org

DATES

Deadline for submissions is **August 31, 2018**. The Award Celebration Luncheon will be held on **November 1, 2018**.



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> - Helen Iohnson-Leipold Chairman of Johnson Financial Group

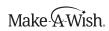
Madison Walk For Wishes®



Powered by wish families, volunteers, companies and friends, Walk For Wishes is a nationwide Make-A-Wish® fundraiser that celebrates the thousands of wishes that have already been granted, while raising funds for future wishes. By participating in our Madison Walk For Wishes, you can help bring the life-changing impact of a wish to children battling critical illnesses in your community. You're providing hope, strength and joy to each of these children at a time when it's most needed. Pre-registration is FREE (there is a \$25 charge to participate as a runner for the Madison event).

> Sunday, September 16, 2018 8:30am Registration 10am Kid's Dash 10:30am 5K run and 2 mile walk McKee Farms Park 2930 Chapel Valley Road, Fitchburg

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EVENTS



PERFORMING ARTS

2-29 I TIMES VARY "BORN YESTERDAY"

Just when you think politics has lost its sense of humor, in rides Billie Dawn on a breath of fresh air. She's buried her smarts beneath layers of satin and showgirl sass, but hers is a highly combustible kind of clever. American Players Theatre, Spring Green. americanplayers.org.

3-25 I TIMES VARY "HEARTBREAK HOUSE"

The Shotover family is so devastatingly fascinating, their lives a veritable who's who of the elite. They're all so in love. Mostly with themselves. And all so much more damaged than they care to admit. American Players Theatre, Spring Green. americanplayers.org.

4 I 7:30 P.M. **NINTH ANNUAL BARTELL THEATRE AWARDS**

It's time once again to starch your spats, dust off your top hat and stroll the red carpet to our 9th annual Bartell Theatre Awards and fundraiser! Come celebrate the past theatrical season with the Who's Who of Madison theater and reminisce about your favorite performances of the year. Bartell Theatre, Madison. bartelltheatre.org.

4-11 I TIMES VARY "HELLO DOLLY!"

Follow the romantic and comic exploits of Dolly Gallagher-Levi, turn-of-the-century matchmaker and "woman who arranges things." This blockbuster hit bursts with humor, romance, high-energy dancing and some of the greatest songs in musical theater history. Oregon Performing Arts Center, Oregon. oshponline.org.

4-30 I TIMES VARY "AS YOU LIKE IT"

Two of Shakespeare's favorite devicescross-dressing and running away to the woods—meet in glorious fashion in "As You Like It" American Players Theatre, Spring Green. americanplayers.org.

8 | 7:30 P.M. TAJMO: THE TAJ MAHAL & KEB' MO BAND

TajMo marks a once-in-a-lifetime convergence of two unique American artists who've already built significant individual legacies, expanding American blues traditions into astonishing new territory. Overture Center, Madison. overture.org.

9-12 I TIMES VARY "LEGALLY BLONDE" THE MUSICAL

Follow the transformation of Elle Woods as she tackles stereotypes and scandal in pursuit of her dreams. Action-packed and exploding with memorable songs and dynamic dances—this musical is so much fun, it should be illegal! *Middleton Performing Arts Center, Middleton. middletonplayers.com.*

17-25 I TIMES VARY "LITTLE MISS SUNSHINE"

Based on the 2006 Academy Award-winning film, "Little Miss Sunshine" is a hilarious, heartfelt tale about self-acceptance, true beauty and what it means to be a winner. Wisconsin Union, Madison. mtmadison.com.

26 | 5:00 P.M. ARIAS AND ART SONGS

Kiss summer goodbye while supporting some of Madison's most promising young musicians at the Terrace. UW Madison's own Arias & Art Songs, a partnership between the Mead Witter School of Music and the University Opera, will be performing some of the most beloved melodies in the western canon. Wisconsin Union, Madison. union.wisc.edu.

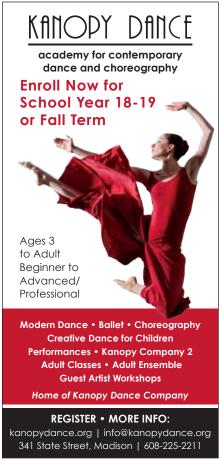
ENTERTAINMENT

3-4 | TIMES VARY SUGAR MAPLE MUSIC FESTIVAL

Celebrate traditional music and dance through performances, educational workshops and interactive jam sessions. The diversity of performances invites people of all backgrounds and ages to enjoy and learn about the performing arts. Lake Farm County Park, Madison. sugarmaplefestorg.

3-31 | 5:30 P.M. DANE DANCES

Enjoy a joyous social experience through music, dance and other activities that help facilitate improved racial relations and develop respect for our diverse communities. *Monona Terrace, Madison. danedances.org.*











14 I 6 P.M. HIDDEN HISTORY OF MADISON'S **CULINARY CULTURE**

Hear the stories behind the city's restaurant and tavern scenes and the colorful characters who owned downtown dining and drinking establishments, the many people they served and how these places have changed over the years. Wisconsin Historical Museum, Madison. wisconsinhistory.org.

FAMILY

3 I 10 A.M. **GET UP AND GO! DAY**

Get active and meet favorite PBS Kids characters. Boogie to live music, create cool crafts and learn lots from community partners. Breese Stevens Field, Madison. wptorg.

3 | 6:30 P.M. FRIDAY NIGHT MIX UP: COLORING, CRAFTS, GAMES AND PUZZLES

Enjoy something for everyone in this fun combination of Friday Night Coloring with Friday Game Night. Alicia Ashman Library, Madison. madisonpubliclibrary.org.

9-10 | 7:00 P.M. CHILDREN'S THEATER OF MADISON -"MARY POPPINS, JR."

Everyone's favorite nanny, Mary Poppins, helps the Banks kids (and their parents!) learn the importance of family through fantastical music and adventures. Overture Center, Madison. overture.org.

FUN FOR KIDS

LITTLE ONES WILL HAVE A BLAST IN **CLASSES OR SUMMER CAMPS AT** THESE LOCAL CHILDREN'S CENTERS:

MSCR

mscr.org • (608) 204-3000

KANOPY DANCE SCHOOL

kanopydance.org (608) 255-2211

WALBRIDGE SCHOOL

Walbridgeschool.org (608) 833-1338

WISCONSIN YOUTH COMPANY

wisconsinyouthcompany.org (608) 276-9782 x 0



19 I 12:30 P.M. **SCIENCE FOR YOUR SENSES**

Experience the sensory appeal of science! Sniff, see, hear, touch and taste as we explore science in the world around us. Madison Children's Museum, Madison. madisonchildrensmuseum.org.

25 | 9:30 A.M. FLOWER POWER WITH ALDO LEOPOLD **NATURE CENTER**

From the first spring blooms to fall's tall prairie plants, flowers are fantastic! Bring the little ones and join Aldo Leopold Nature Center at DreamBank to learn all about flowers through games, crafts and exploration. We'll even learn a bit about the insects that pollinate them too! DreamBank, Madison. dreamfearlessly.com/ dreambank/events.

JAUNT

THROUGH SEPT. 3 I 10 A.M. **BRISTOL RENAISSANCE FAIRE**

Enjoy 16th century merriment, music, food and games at a faire that takes its framework from the summer day in 1574 when Her Majesty Queen Elizabeth visited the English hamlet of Bristol, Kenosha, renfair.com.

511PM **SWISS VOLKSFEST**

Celebrate Swiss Independence Day with a program of traditional Swiss entertainment including choral folklore music, yodeling, flag throwing, thalerschwingen, alphorn playing and accordion music. Tell Shooting Park, New Glarus. swisstown.com.

18 I 8 A M **BREAKFAST AT THE INN**

Help prepare an 1860s breakfast in the Wade House kitchens, working at the open hearth or period cookstove before savoring the hearty meal in the inn's dining room. Wade House, Greenbush. wisconsinhistory.org.

SAVOR

11 I 1 P.M. THE GREAT TASTE OF THE MIDWEST

Experience one of the premier beer festivals in the United States that features more than 190 of the Midwest's finest craft brewers. Olin-Turville Park, Madison. greattaste.org.

20 | 5 PM HISTORY ON STATE: FALL HARVEST **CELEBRATION**

Join Old World Wisconsin for a celebration of fall. Taste the flavors of fall with samples from Old World Wisconsin's kitchens, learn tips for your garden, pose for a picture with a farm animal and share in the traditions of autumn on the farm. 30 on the Square. Madison. wisconsinhistory.org.

23 I 6 P.M. TAILS AND COCKTAILS

Sample hand-crafted cocktails from Madison's favorite local bartenders, enjoy live entertainment, meet the zoo's education animals, enjoy rides on the train and carousel and play lawn games, all while visiting the zoo's animals in the evening. Henry Vilas Zoo, Madison. vilaszoo.org.

THRIVE

3-5 ITIMES VARY **SOIL SISTERS**

Kick back for a relaxing time on one, or all, of numerous women-owned farms at this culinary event that celebrates Wisconsin's family farms. Come hungry for some farmto-table feasts. Locations vary. soilsisters.wixsite.com/soilsisters.

23 I 6:15 P M STRESS MANAGEMENT: A THREE LEVEL APPROACH WITH DEBORAH HERMAN

Join Deborah Herman of Pivot Consulting & Coaching and learn how managing stress requires work on three different levels: prevention, resilience, healing. From there, we can create mindfulness practices that work for us (it's not just about meditating in lotus position!) so that we can truly manage our stress. DreamBank, Madison. dreamfearlessly.com/dreambank/events.

30 | 6:15 P.M. WHAT IS A HEALTHY MIND AND HOW **CAN YOU CULTIVATE IT? WITH PELIN** KESBIR, Ph.D.

Join Pelin Kesebir from the Center for Healthy Minds as she identifies the qualities characterizing a healthy mind, such as optimism, resilience and mindfulness. Based on the latest research, she will give practical tips to learn to better manage our thoughts and emotions, so that we can all live happier, more fulfilled lives. DreamBank, Madison. dreamfearlessly.com/dreambank/events.







GET THE SCOOP

SASSY COW CREAMERY AND OTHER FAMILY-FUN DESTINATIONS

BY SAMANTHA GEORGSON

SUMMER'S NOT OVER YET! If you're looking for a special way to spend some quality time with your little tykes before they head back to school, consider these fun, low-cost family outings.

SASSY COW CREAMERY TOURS

Pack the car and prep the kids for a day on the dairy farm. You'll wind through beautiful backcountry roads before reaching the signature big red barn that marks Sassy Cow Creamery. There, you can get a feel for the pleasures of rural life—complete with a complimentary pint of Sassy Cow "milk with an attitude," as farmer James Baerwolf puts it.

Sassy Cow Creamery is a farmstead milk bottling business located on the Baerwolf farm, just north of Sun Prairie. This family-owned and operated business has been supplying Wisconsin families with high-quality dairy products since opening in 2008. With its store located within the creamery, visitors can enjoy fresh milk, delicious ice cream and other locally sourced dairy products while getting the inside scoop on how all of these Wisconsin treasures are made.

Sassy Cow Creamery offers many fun and educational events that are perfect for the whole family. Not only do the dairy farm tours turn parents into more informed consumers, but they also provide an awesome learning opportunity for kids, who get to interact with the farmers, learn more about the dairy industry and even engage with the cows in the barn.

Sassy Cow hosts public tours of the farm and creamery every Friday throughout the summer. The tours are \$4 per person, beginning at 2 p.m., with the last tour of the day finishing around 5 p.m. Each tour begins at the farm, where guests can explore the parlor and see the milking process before heading back to the creamery to learn more about how ice cream is made and watch the milk being bottled.

Oh, and don't forget to grab a pint of your favorite fun flavor. Whether it be a traditional favorite like cookie dough, or one of many seasonal summer flavors like s'mores, be sure to treat the whole family to some of the best ice cream in Dane County before heading home. sassycowcreamery.com.

Here are a few more opportunities for fun family outings in the Madison area throughout August.

CONCERTS IN THE PARK

If you're looking to enjoy a night out with the kids, bring the family to the park for an evening of music. The Capitol City Band, led by Madison's own renowned musician, James Latimer, is proudly celebrating its 50th season of concerts in the park this summer, with shows every Thursday beginning at 7 p.m. Latimer and the band play all genres of music, from pop to polka, so everyone is sure to hear something that gets their toes tapping.



This summer music series is free and open to all, so pack a picnic and head down to Rennebohm Park, equipped with a huge playground and located on Madison's West Side, for an evening full of music. mmqccb.org

BIRD AND NATURE WALKS

Here's an informal outing that's perfect for kids of any age. Friends of the Lakeshore Nature Preserve put together a wide array of fun, familyoriented day trips and this year they've added a new monthly event, a Bird and Nature Walk. This field trip invites participants to discover the gentle trails that wind through the prairies, woods and wetlands along Lake Mendota's shoreline as the group heads toward the scenic Picnic Point peninsula.

These excursions provide an opportunity to learn more about nature, and walk leaders and participants alike are encouraged to share their knowledge of the birds, animals and plants they encounter along the way. The walks are every fourth Sunday, so Aug. 25 is your next opportunity. friendslakeshorepreserve.com



SWEET CORN FESTIVAL

If you're looking for another opportunity to indulge in summer treats, drive out to Sun Prairie and spend the day at the city's annual Sweet Corn Festival. The event begins Thursday, Aug. 16, with a parade down Main Street, and continues through Sunday, Aug. 19, with the rest of the festivities taking place in Angell Park. The event offers an array of activities, including an antique car show and quintessential crazy carnival rides.

Saturday and Sunday make up the bulk of the festival and for just \$1 admission, attendees can enjoy free entertainment, children's activities and as many ears of steamed corn as their hearts' desire. sunprairiechamber.com 🔯



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Ann Otter, left, and Dawn Lyons Wood

TO GIVE AND TO RECEIVE

TWO STORIES ABOUT ORGAN DONATION

> BY AMY CARLSON NBC 15 WEEKEND ANCHOR

"IT IS SO HUMBLING TO MEET DONOR FAMILIES DURING THE WORST TIME IN THEIR LIVES. IT'S AMAZING WHAT PEOPLE DO WITH ALL OF THAT LOVE."

-Anne Otter, organ recipient and hospital liaison for Lions Eye Bank of Wisconsin

AT 18. ANNE OTTER learned that she was going blind because of kerotoconus, a progressive eve disease in which the cornea begins to bulge into a cone-like shape. By age 27, a corneal transplant was the only option to restore her vision.

She had a corneal implant done in March 1990 on one eye, then received a second implant the following year.

Otter recalls walking down the hallway of the Davis Duehr Dean eye clinic after the surgery and being impressed by the array of quilts that lined the hallway. She discovered that the quilts were made by volunteers for Lions Eye Bank of Wisconsin, a nonprofit dedicated to recovery and transplantation of donor eye tissue, along with research into the treatment of eye diseases.

Otter set about learning to quilt, and now helps assemble donor squares into full-size quilts.

"There is lots of guilt associated with the transplant," Otter says. "You need something and someone else has to die for you to get it." Quilting is one way Otter, who now works as a hospital liaison for the eye bank, can express her gratitude for the gift of sight.

"I've been blessed by the people I meet and the people I work with. It is so humbling to meet donor families during the worst time in their lives. It's amazing what people do with all of that love."

Dawn Lyons Wood is sharing all of that love by promoting organ, tissue and corneal donation. Her daughter, Emily Lyons, passed away from injuries after a snowmobiling accident. She was a freshman at UW-La Crosse, studying to be an optometrist.

Wood describes Emily as the most giving, kind person. "She had an old, wise spirit with huge goals in her life," Lyons Wood says. Emily took the pressure off her parents by making the organ, tissue and cornea donation decision on her own, including registering online.

Wood first spoke to a group just two months after Emily's death and felt that Emily was speaking through her. She's now a mother on a mission, speaking to driver's education classes and training nurses at UW Hospital how to discuss donation options with grieving families.

Maybe you already have that donation sticker on your driver's license. Take the next step: register online. In the comments section, include #emstrong. It's just another way for Wood to know that her message about the importance of organ donation is spreading.

For more information on the Lions Eye Bank of Wisconsin, visit lebw.org. To register as a donor, visit donatelifewisconsin.org.

AUGUST NONPROFIT EVENTS

4 I TIMES VARY BOOK'N IT RUN

Participate in this family-focused event that consists of four runs and a walk for all ages and abilities. All money raised goes to sponsor the Sun Prairie Public Library. Sheehan Park, Sun Prairie. sunlibfoundation.org.

9 | 6:30 P.M. JAMMIN' FOR REFUGEES

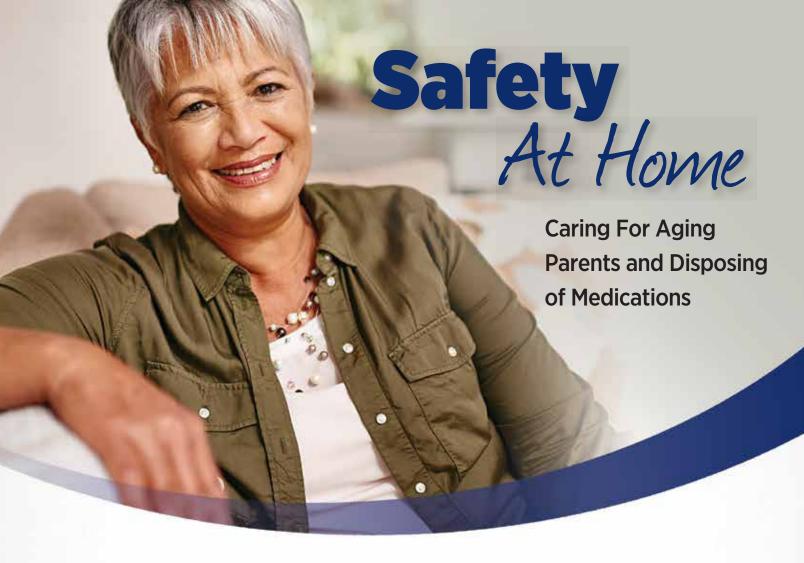
Join the acclaimed singer-songwriter Peter Mulvey for an inspiring performance in support of Madison's refugee community and enjoy an array of traditional foods and beverages prepared by local refugees. Threshold, Madison. atthreshold.com.

27 | 9 A.M. RAISE FOR DAIS GOLF OUTING

Support Domestic Abuse Intervention Services through a fun outing that includes food, prizes and golf. Nakoma Country Club, Madison. raisefordais.com.



YOU ARE HERE I Des Moines-based public artist David Dahlquist's three-dimensional mixed media installation depicts an iconic location on an original Madison plat map. "Isthmus" is located in the lobby of the Ovation 309 building downtown and is meant to give viewers a sense of place in their city. Read about CODAworx, the Madison company that helped procure this piece, on P. 34.



Did you know that through practical lifestyle adjustments you can increase your quality of life at home?

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August 22

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