

# BRAVA

women + style + substance

## FOCUS ON THE ARTS

OCTOBER 2018 \$3.95  
BRAVAMAGAZINE.COM



INSIDE |

Big and bold  
fashion

Empowering breast  
cancer patients

Family fall  
outings

FREE EVENT AT DREAMBANK

# Be Your *Own* Super Hero

WITH GIN, CHOCOLATE & BOTTLE ROCKETS

★ ★ ★

"Your superhero dreams  
are within reach."

—  
Beth Kille, Shawndell  
Marks & Jen Farley

★ ★ ★



**Thursday,  
October 11,  
6:15–7:30 pm**

Join the band Gin,  
Chocolate & Bottle Rockets as  
they discuss finding their purposes,  
founding their own Justice League and  
leaning in to adversity. Be inspired to find your  
own superhero strength within yourself and follow  
your purpose and passion at work or at home.



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

Mon – Thur: 8 am – 8 pm | Fri: 8 am – 5 pm | Sat: 9 am – 4 pm | Sun: Closed  
821 East Washington Ave. | Madison, WI 53703 | 608.286.3150 | [amfam.com/dreambank](https://amfam.com/dreambank)





*no downtime  
all upside*

LightRx combines different treatments, using cutting edge medical devices, to customize a plan just for you. Destroy fat, lose cellulite and shape your body without lipo. Look younger without a face lift. Dramatic results-less than half the cost. The complete non-surgical solution for face and body. Find your Light today!

- More Affordable than You Think
- FDA-Cleared, Clinically Proven
- No Surgery

**\$250 OFF**  
**ANY PACKAGE**

\*Offer expires 10.31.18. Cannot be combined. Good for services only. Does not include products or injectables. COUPON CODE: Brava

**CALL FOR YOUR  
FREE CONSULTATION  
(608) 729-0832**

  
**LIGHTRx**  
**FACE & BODY**

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

1701 Deming Way | Middleton

MELT FAT • REDUCE CELLULITE • TIGHTEN SKIN • TREAT WRINKLES • REMOVE HAIR



GREENWAY  
• STATION •

for everything you love  
{for you and your boo}

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

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





# WHAT IS COLLAGEN INDUCTION THERAPY?

Collagen Induction Therapy (aka Medical Micro-Needling) is a procedure aimed at stimulating the body's own collagen and elastin production in order to tighten, lift and rejuvenate the skin. By breaking down old scar tissue and stimulating skin cells, the structure and appearance of your skin can be greatly improved.

## How does Collagen Induction Therapy work?

In Collagen Induction Therapy, very fine needles glide along the skin creating numerous tiny needle wounds. These tiny holes in the skin close up within a short while, so any bleeding stops by the time the treatment is finished and does not cause lasting pain. However, the bleeding acts like a messenger, giving the skin cells a signal to produce collagen and elastin. The after-effects of the bleeding and desired healing activity will show up on your skin within the first few days after treatment.

## What conditions does Collagen Induction Therapy treat?

Collagen Induction Therapy can be used to treat acne scars, surgical scarring, fine lines and wrinkles, and stretch marks. It is also effective for tightening skin and improving the skin texture and the appearance of pores.

## How long does the procedure take and how long is the recovery time?

Collagen Induction Therapy treatments typically take 30 – 45 minutes. A topical anesthetic gel will be applied prior to the treatment in order to minimize any pain. The micro-needling procedure is followed by a facial

treatment that enhances the results of the needling procedure. Afterwards, the skin typically gets a bit red or pink for a few days and may also swell up (feeling like a mild sunburn). Virtually all patients return to work the day after the treatment.

## How many treatments will I need and how often?


The procedure is repeated every 1 – 2 weeks for a total of 6 treatments. The procedure may be repeated every month after first 6 treatments.

## Are there any risks or side effects associated with Collagen Induction Therapy?

Collagen Induction Therapy should be performed by a physician or physician assistant. When performed by medical skin care professionals in a clinical setting, there are virtually no risks or negative side effects associated with this procedure.

## Who do I contact to learn more or to make an appointment?

Please contact the SSM Health Aesthetic Center at [ssmhealth.com/AestheticCenter](http://ssmhealth.com/AestheticCenter) or call 608-821-4000 today.



# HARD WOODS SOFT HEARTS



*Design for a Difference—Madison*  
2015: Center for Families  
2016: The Rainbow Project  
2017: Centro Hispano  
2018: East Madison Community Center

There are many reasons to shop at FLOOR360. Exclusive lines of hardwood, carpet, tile and stone. A showroom staffed with certified interior designers who bring your ideas to life. But the best reason might be that every purchase supports Design for a Difference—Madison, a movement to make over spaces that serve our community. Visit us and see what a difference design can make, both in your home and in our neighborhood. **FLOOR360. Design is Our Difference.**

FLOOR360 

5117 VERONA RD | 608 274.2500 | [FLOOR360.COM](http://FLOOR360.COM)

# FEATURES



## 33 In The Limelight

Three gifted gals putting a sheen on Madison's arts scene



## 40 Bigger. Brighter. Better.

Fall fashion goes grande!

# DEPARTMENTS



@bravamagazine



Eats + Drinks  
Fun on a stick  
52



Jaunt  
Fall festivals you  
don't want to miss  
58

## CONNECT

- 13 Earth Works**  
All natural art
- 14 Engage**  
The latest news, events, discussions and BRAVA promotions you can't live without



63

**Catalyst**  
The many ways MABEE supports black enterprise

## THRIVE

- 19 A Durable Difference**  
Long live metal roofs!
- 20 Wellbeing**  
Learning styles
- 22 Delve In**  
Breast cancer treatment for all
- 26 Dwell**  
Roofs for metal heads

## GO+DO

- 51 Piece of Cake**  
Make your own cake on a stick
- 52 Eats+Drinks**  
Fun on a stick
- 58 Jaunt**  
Fall festivals you don't want to miss
- 63 Catalyst**  
The many ways MABEE supports black enterprise

## IN EVERY ISSUE

- 10 Relate**  
**11 Contributors**  
**64 Linger**

## SPECIAL ADVERTISING SECTIONS

- 9 Ask the Expert**  
**23 Haute Shoppe**  
**27 Professional Profiles: Interior Designers**  
**48 Fall+Winter Travel Guide**  
**53 Dining Out**  
**54 Sponsored Content: Memory Care**

## ON THE COVER

Madison filmmaker Carrie Highman, whose mini-documentaries take a deep dive on a subject—all in 10 minutes or less. Photographed by Hillary Schave of Azena Photography.





## Understanding Cancers That Affect Us As Women

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

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



**TURVILLE BAY**  
MRI & RADIATION ONCOLOGY CENTER

1104 John Nolen Drive, Madison 800.735.6868

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

# MADISON SYMPHONY ORCHESTRA

JOHN DEMAIN | MUSIC DIRECTOR

"Zuill Bailey is easily one of the finest cellists alive today."  
—The Kansas City Star



## EPIC ROMANCE

I'm delighted to welcome the dynamic Canadian conductor Tania Miller to the Madison Symphony Orchestra. Joining her will be the Grammy Award-winning cellist Zuill Bailey making his MSO debut performing the exquisite Elgar *Cello Concerto*. Tania will bring her unique interpretive gifts to Tchaikovsky's fifth symphony which many regard as his best. —John DeMain

### OCTOBER

FRI, OCT. 19  
7:30 PM  
SAT, OCT. 20  
8:00 PM  
SUN, OCT. 21  
2:30 PM

**Tania Miller, Guest Conductor**  
**Zuill Bailey, Cello**

**Oesterle:** Home  
**Elgar:** Cello Concerto  
Zuill Bailey, Cello  
**Tchaikovsky:** Symphony No. 5



**MAJOR FUNDING PROVIDED BY:**  
Mirror 34 Productions • National Guardian Life Insurance Company  
**ADDITIONAL FUNDING PROVIDED BY:** John A. Johnson Foundation,  
a component fund of the Madison Community Foundation  
Barbara J. Merz • Selma Van Eyck  
Wisconsin Arts Board with funds from the State of Wisconsin and  
the National Endowment for the Arts

Connect:



#madisonsymphony

## SUBSCRIPTIONS : SINGLE TICKETS

New subscribers save up to **50%**.  
**madisonsymphony.org/18-19**  
or **(608) 257-3734**

**madisonsymphony.org**,  
the Overture Center Box Office,  
or **(608) 258-4141**

## REMEMBERING LENNY

**John DeMain, Conductor**  
**Christopher Taylor, Piano**

**Bernstein:** Overture to *Candide*  
**Bernstein:** Three Dance Episodes  
from *On the Town*  
**Bernstein:** Symphony No. 2,  
*Age of Anxiety*,  
Christopher Taylor, Piano  
**Beethoven:** Symphony No. 7

**madisonsymphony.org/bernstein**

### NOVEMBER

FRI, NOV. 9  
7:30 PM  
SAT, NOV. 10  
8:00 PM  
SUN, NOV. 11  
2:30 PM



# BRAVA

MAGAZINE

### BUSINESS

#### PUBLISHER

Barbara Krause  
bak@ntmediagroup.com

#### VICE PRESIDENT OF PUBLICATIONS

Becky Peck  
bpeck@ntmediagroup.com

### EDITORIAL

#### EDITOR-IN-CHIEF

Marni McEntee  
marni@bravaenterprises.com

#### DIGITAL EDITOR

Rachel Werner  
rachel@bravaenterprises.com

#### ASSISTANT EDITOR

Julia Richards  
julia@bravaenterprises.com

#### ART DIRECTOR

Ann Christianson  
annc@bravaenterprises.com

#### GRAPHIC DESIGNER

Jerriann Mullen  
jem@ntmediagroup.com

**EDITORIAL INTERNS** Katie Buhman,  
Samantha Georgson

### SALES

#### DIRECTOR OF MARKETING & EVENTS

Ashley Duchemin  
and@ntmediagroup.com

#### ADVERTISING COORDINATOR

Julie Schiller  
ads@ntmediagroup.com

#### SALES EXECUTIVE

Dena Frisch  
dena@ntmediagroup.com

#### SALES EXECUTIVE

Deann Hausner  
deann@ntmediagroup.com

#### SALES EXECUTIVE

Gale Hellpap  
gale@ntmediagroup.com

#### SALES EXECUTIVE

Megan Tepe  
mbt@ntmediagroup.com

#### SALES EXECUTIVE

Jody Wisz  
jody@ntmediagroup.com

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

### SUBSCRIBE AT BRAVAMAGAZINE.COM

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

BRAVA (ISSN 1934-4317) October 2018, Volume 19, Number 10, Periodicals postage paid at 3902 Milwaukee St, Madison WI 53714, and additional offices. Subscriptions are \$14/year. Postmaster send address changes to BRAVA Magazine, P.O. Box 343, Oregon, IL 61061-0343. This issue or any part thereof may not be reproduced in any form without written permission from the publisher. All rights reserved. ©2018.

## ASK THE EXPERT



## ROOT CAUSE SOLUTIONS. NATUROPATHIC SERVICES

## ASK DR. DAWN LEY, ND

FULL CIRCLE  
NATURAL MEDICINE
[www.fullcirlenaturalmed.com](http://www.fullcirlenaturalmed.com)

440 Science Drive,  
Madison, WI 53711  
608-228-3261

Celebrate Naturopathic Medicine Week!  
October 7 - 13th  
[www.naturopathic.org](http://www.naturopathic.org)

Choosing a qualified and skilled naturopathic physician for your individual integrative or family care needs is a pivotal consideration, when striving for the design of a truly optimized life. Full Circle Natural Medicine's Medical Director, Dr. Dawn Ley, shares pertinent information regarding therapies and solution-oriented strategies. Full Circle Natural Medicine is located within UW Research Park.

### What are the key naturopathic services, and why are they so important for patients and families?

At our clinic, we combine cutting edge clinical knowledge with long-standing, safe, and effective natural therapies that work with the body's inherent wisdom. At this dynamic intersection of healing, our patients experience long-lasting clinical results that translate to increased daily function, increased productivity, and better relationships. Within our established clinical care programs, patients and families have the opportunity to re-think and re-design their health potential with a trusted clinician, often in ways that they had never thought possible.

**Individualized, Root Cause Solutions:** When it comes to designing optimal health, you want to select an experienced clinician team that is well-versed in the latest medical literature and can apply that knowledge to you as an individual. Our clinic provides naturopathic medicine services including botanical medicine, hydrotherapy, functional interpretation of laboratory tests and nutritional evaluations.

**Q** Designing a food plan that fits my needs seems so complicated. How can I tell what is truly right for me and how is your clinic's approach to nutrition different?

### Functional Nutrition Made For You:

Increasing health potential involves first understanding the obstacles to health that may be present in our lives. One of the main factors that can influence our health significantly is our daily interaction with food and nutrition. We work with patients on an individual basis to assure that food is a firm functional foundation, in order to serve their body to thrive. We take the guesswork out of food, so that you can get back to more optimal living.

**Time not well is not time well spent.** Our clinicians are the regional experts in The Food Intolerance Evaluation (FIE) and counseling. This powerful clinical tool is often not available within primary care or specialty clinic settings in the Midwest region.

### Highly-Trained Clinicians Utilizing Evidenced-Based Natural Medicine Practices:

The Naturopathic Doctors, Registered Dietitians and Hydrotherapy Technicians (ND, RDN, HT) at Full Circle Natural Medicine have advanced training in a wide variety of practice areas and serve all ages. Our professional provider referral network is well established and helps you gain access to the care that you need the most, even beyond our clinical setting. Collaborative care means more efficient and effective outcomes. If you are interested in outpatient services or would like to learn more about our dedicated care team, we encourage you to contact the clinic and schedule a consult.

### Q Why would Full Circle Natural Medicine be the right fit for you?

Along with our strong reputation for personalized integrative medical solutions, we offer community education classes, physician to physician consults, and HIPPA compliant teleconsultation services for patients outside of the region. Patients benefit from on-site Registered Dietitian services, Hydrotherapy Department services, as well as basic and specialty laboratory services. Our professional supplement guidance and medication interaction check services assure your safety by including all prescription drug therapies, supplemental, herbal and nutrient therapies.

Our technical expertise united with our commitment to presence and compassion serves to strengthen your health via root cause investigation. We provide long-lasting, sustainable solutions and in doing so are revolutionizing healthcare delivery. We help you design your life with balanced health and function, so that you can share the fruits of that effort in your life and in our community.

### Select Clinical Care Programs Include:

- Integrative Cancer Care & Survivorship Care
- Period Problems No More
- Thyroid Care
- Tired & Wired
- FRESH Nutrition
- Migraine No More
- Diabetes/Blood Sugar Support
- Woman In Hormonal Balance



## STYLE AND BEAUTY

**SPEND A DAY** people watching at one of the Madison area's festivals and it's clear that the crowd comes in a variety of shapes, sizes and colors. Big, small, short, tall and, sometimes, just plain nutty.

Stylish clothing, too, should come in a variety of sizes. And that's the theme of our fall fashion feature, which explores the arrival—finally—of stylish duds that fit women above size 12. It's called plus-sized fashion, but it really should be called must-sized fashion, since 67 percent of women in the United States are size 14 and above.

At last, retailers are embracing the market for clothes that are large enough for the majority of women, but also with as many fashionable options as those typically available for the smaller set.

Digital Editor Rachel Werner, who conceived the fashion feature, writes, "...true inclusivity and body positivity are on trend....designed to hug the sexiest curves in all the right places." It's a welcome trend, to be sure.

Body and identity positivity even come into play when we are facing

an illness. In *Delve In*, on P. 22, we explore how some women with breast cancer can struggle with decisions, such as whether to have reconstruction after a mastectomy, or with identifying themselves as LGBTQ when they're dealing with the medical community. There are ways, our sources say, to remain empowered in the face of society's expectations, to buck trends and be true to ourselves as we see fit.

Enriching society as a whole is at the core of our feature profiles of three talented artists who call Madison home. In the spotlight are Jen Rubin, storyteller extraordinaire, musical theater maven Gail Becker, and Carrie Highman, who trains her camera on documentary film subjects.

We're fortunate because our city has consistently earned high marks for being a great place for artists to live and work. And when art thrives, so does the community.

*Marni*

*Marni McEntee*  
*Editor-in-Chief*



**DON'T MISS** | **BRAVA's THRIVE** Career Workshop with Darcy Luoma, Madison's favorite life coach. In her half-day workshop Nov. 7, Luoma will present *Cultivating a Growth Mindset for Career Success*. To register, visit [BRAVAmagazine.com](http://BRAVAmagazine.com).

## CONTRIBUTORS

### WRITERS

#### ERIN HUEFFNER "BREAST CANCER TREATMENT FOR ALL," P. 22

A lifelong Badger fan, Erin earned her bachelor's degree in English and Spanish from the University of Wisconsin-Madison. She loves boating on Lake Mendota.

#### SARAH KNAB "GAIL BECKER'S MUSICAL MENTORING," P. 36

Sarah Knab, communications manager for Overture Center, is passionate about storytelling. The UW-Stevens Point grad considers shared art experiences to be a fundamental right for all.

#### DIANA MATTHEWS "FUN ON A STICK," P. 52

A self-taught baker, Diana is the owner of To Di For, a Madison-based small batch bakery. She crafts beautiful and delicious desserts for every occasion!

#### HEATHER OWENS "JEN RUBIN: TELLER OF TALES," P. 38

Heather incorporates marketing and her love of the arts, in any form, at UW-Madison Arts Institute. She enjoys creating, reading and traveling.

### ARTISTS

#### SUNNY FRANTZ "FUN ON A STICK," P. 52

A former BRAVA gal, Sunny uses her marketing, graphic design and styled photography skills to connect small businesses with their ideal audience. Follow her on Instagram @sunny.frantz.

#### HILLARY SCHAVE "IN THE LIMELIGHT," P. 33 AND "BIGGER. BRIGHTER. BETTER," P. 40

Hillary is a fun pro photographer who puts her left shoe on first and adores shooting weddings, portraits and boudoir for her studio, Azena Photography. [azenaphoto.com](http://azenaphoto.com)

#### VALERIE TOBIAS "BUILDING FROM WITHIN," P. 63

Valerie's interests include cheese, live comedy, bicycling, adventures, talking to strangers and photojournalism. She lives in Madison with her husband and daredevil son.

To read more about our contributors, visit [bravamagazine.com](http://bravamagazine.com).

# BRAVA

MAGAZINE



### SUBSCRIBE ONLINE TODAY!

Visit [BRAVAmagazine.com/subscribe](http://BRAVAmagazine.com/subscribe) to subscribe for FREE—and get ready for our inspiring THRIVE tips to arrive at your door!

[bravamagazine.com/subscribe](http://bravamagazine.com/subscribe)

## AmeriDown Factory Outlet

Formerly The Company Store



*Specializing in all of your bedding needs.  
All comforters and pillows manufactured in La Crosse, Wisconsin.*

Monday–Friday: 10-7 • Saturday: 10-5 • Sunday: 12-5  
608-833-8333 • 7404 Mineral Point Road

## MASTER YOUR STRENGTHS COACHING, LLC

UNLEASHING THE POTENTIAL OF INDIVIDUALS AND TEAMS



Melanie Schneider

Understand and grow your strengths to fulfill your career and team potential.

Your unique strengths can increase your wellbeing in all aspects of your life and help you live more abundantly.

Schedule your free consultation today so we can develop an individualized program for you. Find confidence in your work, relationships, and team.

[masteryourstrengthscoaching.com](http://masteryourstrengthscoaching.com)  
[info@masteryourstrengthscoaching.com](mailto:info@masteryourstrengthscoaching.com) • 608.698.5751



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

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

### GiGi's Playhouse “I have a Voice, hear me roar!” Gala



GiGi's Playhouse Madison serves over 190 families of children and adults with Down syndrome by offering free, research-based programs including speech and language therapy, literacy and math tutoring, fitness classes, social groups, career-training and more. This year's “i have a Voice, hear me roar!” gala features a fun Roaring 20s theme, and attendees are encouraged to dress in their finest speakeasy attire. Festivities include hors d'oeuvres, interactive food stations, cocktails, auction, music, dancing, and more. Nancy Gianni, founder and “Chief Belief Officer” of GiGi's Playhouse, will speak and deliver her message of inspiration.



**Friday, October 12th, 2018  
6:00 p.m.**

**Sheraton Hotel (Madison, WI)**

<https://gigisplayhouse.org/madison/gala/>



**JOHNSON**  
FINANCIAL GROUP®

**JOHNSONBANK.COM**

**BANKING WEALTH INSURANCE**



**Heidel House  
Resort & Spa**

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

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

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

**Call 800.444.2812 to make  
your reservation now.**

**HEIDELHOUSE.COM  
GREEN LAKE, WI**



ENGAGING COMMUNITY

# CONNECT



"WOODED HOME" BY DAVE CARLSON.

PHOTO COURTESY BARRY SHERBECK

**EARTH WORKS** | Using the natural landscape of a green burial space, 16 artists showcase photos of their installation from fall 2017 during the exhibition "Sanctuary: Environmental Land Art at the Farley Center" on display in the Playhouse Gallery through Oct. 28. Overture Center, Madison. [farleycenter.org/event](http://farleycenter.org/event)

## BRAVA!



Congratulations to 2015 Woman to Watch **Sue-Z Schwab**, whose dream of building a basketball court for youth has finally come to fruition! The Dream Court of Western Hills Park on Whitney Way opened in September in Fitchburg, says Schwab, who is the former Project Coordinator for the Wisconsin Nancy Lieberman/World Ventures Foundation.

## RAVE



I'd like to say brava! to BRAVA for the article on black women's wellness. (September 2018). So many people are afraid to talk about the issues around race. You tackled something uncomfortable, provided valuable information to help raise awareness about how bias impacts individuals and you really validated the experience of black women in our community. I'm so grateful that there is a publication that welcomes all women to its pages. -Beth Pinkerton, Madison

## BRAVA SPONSORED EVENTS



10/9 | 5-8 p.m.

### A FUND FOR WOMEN 25TH ANNIVERSARY

Join in celebrating 25 years of impact in the lives of women and girls in Dane County. A Fund for Women awards grants to nonprofit programs and initiatives that help women invest in their families and futures. *The Edgewater, Madison*. More information at [madisongives.org/affw2018](http://madisongives.org/affw2018).

10/18 | 5:30-8 p.m.

### BRAVA NIGHT OUT hosted by Steinhafels

Learn design tricks from Steinhafels decorating solutions interior design program, while enjoying some treats: drinks, hors d'oeuvres, music and a Halloween photo booth. Plus, take advantage of special bonus offers and get entered to win a \$500 Steinhafels gift card! *Steinhafels Madison East Superstore, 5215 High Crossing Blvd., Madison*.

### THANKS TO OUR DIGITAL PARTNERS



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

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

**vonBriesen**

von Briesen & Roper, s.c. | Attorneys at Law  
[vonbriesen.com](http://vonbriesen.com)

10 East Doty Street, Suite 900  
Madison, WI 53703

**BIG SONG! BIG DANCE!**  
**BIG ENTERTAINMENT!**  
ONE WEEKEND ONLY!



**Friday, November 16 | 8 PM**  
**Saturday, November 17 | 8 PM**

Capitol Theater/Overture Center

All seats reserved

\$25 Orchestra / \$15 Balcony

[www.WisconsinSingers.com/OnCampus](http://www.WisconsinSingers.com/OnCampus)  
608.258.4141



**96.3 STAR COUNTRY**  
#1 FOR NEW COUNTRY

**THE BOBBY BONES SHOW**

**WEEKDAYS 5AM - 9AM**  
**963STARCOUNTRY.COM**



## OVER FIFTY YEARS OF EVENT EXPERIENCE, AT YOUR SERVICE.

**OUR EXCEPTIONAL AMENITIES HELP  
YOU PLAN SEAMLESS EVENTS.**

Located in the heart of Madison, Wisconsin, our premier multi-building complex features four unique and versatile venues including the Veterans Memorial Coliseum, Exhibition Hall, the New Holland Pavilions and Willow Island. Because we put our knowledge to work for you, the Alliant Energy Center is a top choice for expositions, banquets, meetings, conventions, concerts and much more! Ample parking, mouth-watering catering, a dedicated staff and a full range of AV and rental equipment make Alliant Energy Center an event planners delight!

Learn more about our services  
at [www.alliantenergycenter.com](http://www.alliantenergycenter.com)



PRESENTED BY:

**BRAVA**  
MAGAZINE



Madison Women's  
**EXPO**

Explore, Engage, Experience... Enjoy

**NOVEMBER 17 & 18, 2018**

10 a.m. - 4 p.m.

**ALLIANT ENERGY CENTER**



Thanks to our Sponsors:



SUPPORTING  
SPONSOR



HEALTH & FITNESS  
SPONSOR



SAVOR PAVILION  
SPONSORS



**MADISONWOMENSEXPO.COM**

SEE STAGE SCHEDULES AND EXHIBITOR LIST

CELEBRATING  
20 YEARS!

# You're invited!

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

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

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

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

*Enjoy!* a day out for all women!



WOMEN'S HEALTHCARE  
SPONSOR



MONEY SMARTS  
SPONSOR



AUTOMOTIVE  
SPONSOR



PARTNER OF **UWHealth**

BAG SPONSOR

**MADISONWOMENSEXPO.COM**

DOOR TICKETS \$10 - ONLINE TICKETS \$7



# Tiki Shots Photo Booth

Full Service Photo Booth Rental  
Corporate Holiday Events • New Year's Eve Events • Weddings • Other Events  
Photo Booth & DJ Packages available!

*What holiday event do you have coming up?*



You are one call  
away from adding  
memories &  
entertainment  
to your next  
event!

(608) 354-1980  
TikiShots@gmail.com  
www.TikiShots.com



## willy street co-op



WILLY EAST - 1221 Williamson St.  
WILLY NORTH - 2817 N Sherman Ave.  
WILLY WEST - 6825 University Ave.



JOIN US FOR  
**OWNER  
APPRECIATION**

**October 22nd - 28th**

Enjoy Owner-only sales, giveaways,  
birthday cake and more.



**Not an Owner? Join today for as little as \$4.**

Everyone Welcome!



www.willystreet.coop

# THRIVE

## — A DURABLE DIFFERENCE —

Designed to look like wood or shake, metal roofs are stylish and strong as steel. See more metal roofs in *DWELL*, P. 26

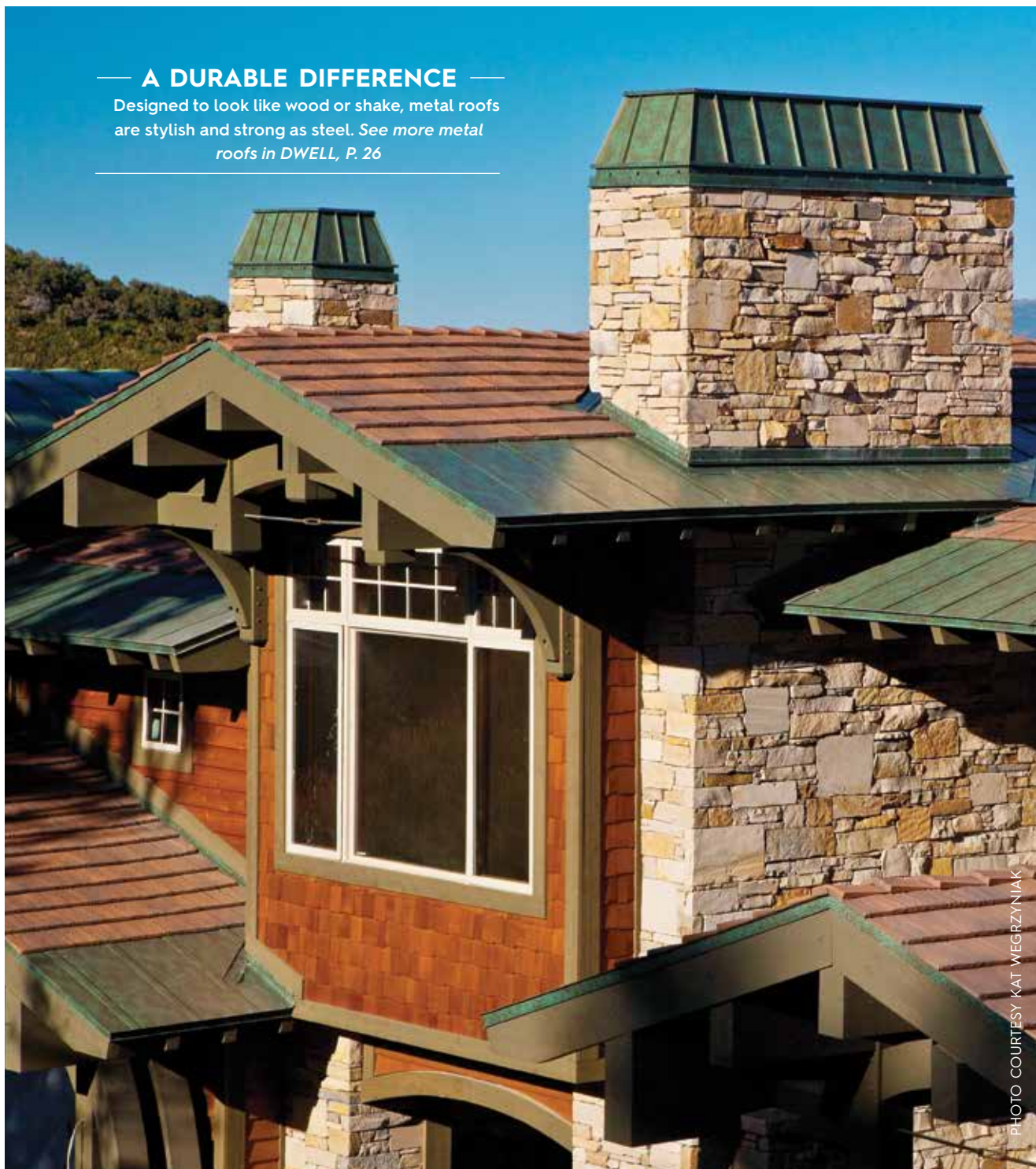


PHOTO COURTESY KAT WEGRZYNIAK

*Kasselshake Steel Shingles and Steel Standing Seam roofing by Swita Metal Roofing.*

## HEAR, SEE, DO

Understanding Our Thinking Patterns



**Audio**



**Visual**



**Kinesthetic**

ILLUSTRATION BY ANN CHRISTIANSON

**DO YOU EVER WONDER** why you prefer to sit back and listen before forming an opinion or expressing a thought, while it seems everyone around you is expressing their heads off? Or, do you ask yourself how come, unlike other people, you feel the need to move your body in order to activate your mind? Or are you someone who needs to see something before you can start doing it?

All these examples are ways each of us learns about and understands the world around us, according to Vida Groman, a Madison counselor and expert in Perceptual Thinking Patterns,

a model developed by educational psychologist Dawna Markova.

These patterns, Groman says, are ways in which every individual's brain uses perceptual channels, or so-called "tools of the mind," to process information. The three tools are auditory, visual and kinesthetic. Each person's mind uses all three, and they combine to create a thinking pattern.

Learning about your own thinking pattern can help you understand why you do things

a certain way. And it can help create more understanding at home with loved ones, at work with colleagues and within ourselves.

"We no longer can say that it is true that when people say 'I need to see it' or 'I'm feeling it' or 'I'm hearing it,' we are understanding what their experience truly is," Groman says. "Depending on where that perceptual tool lives in their mind, we're all having a different experience of it" —Marni McEntee 🌸

For more information, visit [vidagroman.com](http://vidagroman.com)



## CURIOUS ABOUT BUYING A METAL ROOF?



**CALL MARY @ 608-298-7334 | [SWITAMETALROOFING.COM](http://SWITAMETALROOFING.COM)**

# CASH IN WITH NEW CASH BACK CHECKING

At Starion Bank, we're all about rewarding you. With our new Cash Back Checking, you get:



Cash Back on  
purchases



Mortgage  
discounts\*



Free MoneyPass  
ATMs



Free Mobile  
Banking

Talk with a Starion banker to start enjoying these and other great benefits! Learn more at [starionbank.com](http://starionbank.com).

Sun Prairie | Monona | Middleton

\* Subject to credit approval. Member FDIC.



**Starion**  
BANK

## 18<sup>th</sup> Annual Great Pumpkin Give Away Saturday, October 13 • 9 a.m. – Noon

**Oak Bank**

*You can't be the best,  
if you're only the same!*


### All Cash Donations to Benefit Access Community Health Centers

Cash donations to Access gets you a pumpkin just in time  
for Halloween! (\$5 suggested donation)

Join us for kids' activities, refreshments, local mascots, a Fun Play inflatable  
bouncer and horse and carriage rides. All happening at Oak Bank's green  
space at 5951 McKee Road, Fitchburg!

Access Community Health Centers provides medical, dental and behavioral  
health care to people throughout our community with the greatest need  
and the fewest resources. Since 1982, Access has worked to remove the  
barriers many patients experience in getting the care they need, offering  
them a "health care home," regardless of their ability to pay. Last year, more  
than 28,000 people received the care they needed at Access. Visit  
<http://accesscommunityhealthcenters.org> to learn more.

 **Access**  
COMMUNITY HEALTH CENTERS™  
Improving health. Improving lives.

For more information call **608.441.6000** or visit us on  • [OakBankOnline.com](http://OakBankOnline.com)



## INCLUSIVE BREAST CANCER TREATMENT

Madison survivors share ways women can empower themselves

BY ERIN HUEFFNER

**THE MINUTE AFTER** a breast cancer diagnosis, “normal” doesn’t exist. In the midst of swirling emotions, women have to make quick decisions with long-lasting implications. Start with chemotherapy or a mastectomy? If a mastectomy, opt for breast reconstruction or not? It helps to know someone who has been through the process—often more so for members of the LGBTQ community who may face additional stressors.

“I just wanted to feel better so I could be a mom again to my daughter,” says

Jamie Steckelberg. She went ahead and had a skin-sparing mastectomy, allowing her to decide later about reconstruction. “What does that say about me as a woman, what does it say about society, that you’re just supposed to hurry up and have this reconstruction? There’s a movement of women reclaiming their bodies and going flat,” she says.

High prescription drug costs can be a barrier to some and insurance copays also add up quickly—if you have insurance to begin with. And when you’re missing work to get treatment, you worry about losing your job. All of this is magnified for the LGBTQ community. According to the Susan G. Komen Breast Cancer Foundation, lesbian, gay, and bisexual women have a higher risk of breast cancer than other women. Breast cancer risk factors such as alcohol use, childbirth later in life and obesity tend to be more common in LGBTQ women. Steckelberg says a fear of rejection by medical providers can deter women from seeking care in the first place.

“There’s always been a silence about who we are as lesbians,” says Steckelberg. “I never really felt comfortable coming out to my doctors until I came to Madison. I was one of those women who didn’t go to the doctor on a regular basis. And my partner and I weren’t married, because gay marriage wasn’t allowed at that time. So, I didn’t have some of the benefits of marriage, like insurance.”

Most breast cancer patients aren’t medical experts, so it can be intimidating for patients to question doctors. Looking back on her treatment, Alexia Sabor says there is a need to improve access to information about cancer so women can make educated decisions.

“I found I had to know what questions to ask to get the information I needed,” Sabor says. “I’m not particularly intimidated by doctors, which I think a lot of people are. I call my doctors by their first names. I think it’s part of the artificial distinction that helps set up a barrier to people feeling comfortable for advocating for their own needs.”

Both women say connecting with  
*(continued on P. 24)*

# HAUTE SHOPPE



## PLUS SIZE FASHION

Z.Bella Boutique specializes in women's plus-size clothing sizes 14 & up. Visit us today for the best selection of curvy fashion from brands such as Comfy USA, Hard Tail Forever, Karen Kane, Chalet, Lucky Brand, Fresh Produce, Spanx, Dex Plus, Ruby Ribbon & more. Located just off the beltline in downtown Middleton.

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

z.bella boutique



## GRAND OPENING – OCT. 13 + 14!

Shop unique, handcrafted goods from regional artisans from around the world. Participate in classes and events. Support small-business entrepreneurs and experience "Ubuntu," our shared humanity.

UBUNTU TRADE  
2789 Fitchrona Road, Madison  
(608) 284-8720  
ubuntutrade.com

UBUNTU TRADE



WELCOME  
a cure

## SHOP FOR PINK & WELCOME A CURE

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

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



## WHERE IS YOUR HEALTHY PLACE?

Well Expo Madison  
Jan. 25-26, 2019

18 Free Fitness Classes  
Health Screenings  
Spa Services  
Seminars  
Demonstrations  
130+ Health & Wellness Professionals

BRAVA MAGAZINE  
951 Kimball Lane, Suite 104  
(608) 848.6708  
wellexpomadison.com



**MADISON OPERA**

**CAVALLERIA RUSTICANA & Pagliacci**  
*"Rustic Chivalry" "The Clowns"*  
 BY PIETRO MASCAGNI BY RUGGERO LEONCAVALLO

Passion and jealousy.  
 The original operatic double-feature.

Sung in Italian with projected English translations  
**NOVEMBER 2 & 4, 2018**  
 OVERTURE HALL

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

**THRIVE** | DELVE IN  
*(continued from P. 22)*



others who are going through cancer is empowering and offers a sense of community. Women helping other women through the challenges of cancer treatment can also help bridge the information gap.

"I've talked to more than a dozen women referred to me by friends," says Sabor. "So I know that a lot of the things I wish I had known about are the things they

---

*"You're not alone. You have a voice and a story and it needs to be told."*  
 —Jamie Steckelberg

---

aren't being told. [Such as] little things you can do to make chemo less unpleasant. When you have chemo, they put a port in your chest. So every time you do chemo, they are punching through your chest with a 20-gauge needle. And it really hurts. I found out from a chemo nurse there's a lidocaine cream you can use to help numb that pain."

The most important thing, says Steckelberg, is to be your own best advocate. "You're not alone. You have a voice and a story and it needs to be told," she says. "We're told that women are our bodies, and we need to look a certain way, so you have to do breast reconstruction. But you don't. Your path is your path. And you need to decide what's right for you." ✨

---

*Cancer resources in Madison include: Gilda's Club, [gildasclubmadison.org](http://gildasclubmadison.org); UW Center for Patient Partnerships, [patientpartnerships.org](http://patientpartnerships.org); and Susan G. Komen Wisconsin, [komenwisconsin.org](http://komenwisconsin.org).*

**TRANSFORM YOUR SPACE INTO AN EXPERIENCE.**

**H. KRUEGER & ASSOCIATES**  
 INTERIOR DESIGNERS

6730 Frank Lloyd Wright Ave., Suite 106, Middleton, WI 53562 | [www.hkruegerdesign.com](http://www.hkruegerdesign.com) | 608.831.4492



**“ I felt like I had a home at WPS. When you get that kind of love and cooperation, and that feeling of concern for you as a human being, that’s family to me. ”**

**—Jewel**

Customer since 2005

*Because we care*

**Serving Wisconsin  
seniors for more  
than 55 years.**

## **WPS Medicare supplement insurance**

Friendly, Wisconsin-based customer support is always just a phone call away.

Visit: [wpscares.com](http://wpscares.com)

Call: **1-800-236-1448**

**WPS** | **HEALTH  
INSURANCE**

*Local. Honest. Independent.*



Health insurance partner of the **Green Bay Packers**



Proud partner of the **Milwaukee Brewers**

This is an advertisement for insurance. Neither Wisconsin Physicians Service Insurance Corporation nor its agents are connected with the federal Medicare program. Green Bay Packers and Milwaukee Brewers partnerships are paid endorsements.

WI\_18AEPAD02\_1808

©2018 All rights reserved. JO9635

33321-100-1808

# Pay your MGE bill online.

It's faster,  
easier,  
better.

**my bill  
pay** ✓



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

**mgoe**  
your community energy company

GS3174 8/1/2017

## SHINY AND BRIGHT

**METAL ROOFS** come in shingle or standing seam options and are available in an array of colors. You can even get the look of copper at a fraction of the price. Metal roofs do cost about twice as much as asphalt roofs, but they also come with 40-year warranties. As Mary Swita of Madison's Swita Metal Roofing is fond of saying, "We put a roof over peoples' heads for a lifetime." –Julia Richards 🌸



Kasselshake Steel Shingles; Swita Metal Roofing.

**BRAVA**  
THRIVE CAREER



### CULTIVATING A GROWTH MINDSET FOR CAREER SUCCESS NOVEMBER 7, 2018



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

Are you struggling with where to go next in your career? Afraid to go for a promotion, or trying to figure out how to continue building skills to maximize your impact? Many of us have self-limiting beliefs that keep us from having careers we love. In this workshop, we'll talk about the power of a growth mindset, and learn to stop saying things such as 'I'm not a people person' or 'I'm not good at sales.' A growth mindset helps you understand that change is possible. You'll learn to get clear on your goals and intentions, identify limiting self-beliefs, and create a plan of action to move yourself forward in your career.

**SPONSORED BY:**



**HILLDALE**  
MADISON

FOR MORE DETAILS + TO REGISTER, VISIT [BRVAMAGAZINE.COM/EVENTS](http://BRVAMAGAZINE.COM/EVENTS)

PROMOTION

## INTERIOR DESIGNERS



LEFT TO RIGHT: BARB BUTH, DANIELLE CURTI, ARNE MALVIK, ADAM WHITE, JJ JOHNSON, DAWN LIEN, MICHAEL LEE, TINA DOPF

## Furniture for every stage of your life



### RUBIN'S CONTEMPORARY FURNITURE

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

### RUBIN'S CONTEMPORARY FURNITURE

670 S. Whitney Way, Madison (608) 274-5575  
[rubinsfurniture.com](http://rubinsfurniture.com)

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

Our downtown location has three floors of furniture vignettes, offering our clients options for each room in their home. Our lower level has a wide selection of bedroom and dining furniture, and is home to our new Natuzzi gallery. The main level highlights living room vignettes and our ever popular IMG recliners. Last but not least, our loft floor is home to our clearance section which has "furniture to go."

Our west side location has two floors of furniture and is home to the only EQ3 gallery in Wisconsin. Our west side showroom focuses more on mid-century modern and Scandinavian designs. Rubin's Furniture proudly offers complimentary design services to our clients. Visit our downtown showroom at 317 E. Wilson Street and our west side showroom at 670 S. Whitney Way—we promise you will not be disappointed!

PROMOTION

## INTERIOR DESIGNERS



## Great Design Has Endless Possibilities



### COYLE CARPET ONE®

250 W. Beltline Highway  
Madison, WI 53713  
(608) 257-0291  
[coylecarpet.com](http://coylecarpet.com)

At Coyle Carpet One Floor & Home it is our mission to turn customers' dreams into reality.

Consider Coyle your single source for cabinets & countertops and experience total home harmony.

Custom cabinets help set the feel of your home. The style, design, and craftsmanship of custom cabinets can increase the function of a room and give it an outstanding appearance. Whether it's a kitchen, bedroom, bathroom or any other room, our designers can help build the cabinets you need to stay stylish and organized, creating a personalized look for your home.

As our designers guide you through the process of creating your desired space, we are thrilled to provide a closer look through digital design renderings – think HGTV! Incorporating flooring, backsplash material, countertops, lighting and even shadows to experience the design coming to life and giving you confidence in the choices you've made.

Whether you're remodeling or building a new home, one of our eight designers will help you create the home you've always wanted.

Your home will speak volumes about you and leave others breathless!

PROMOTION

## INTERIOR DESIGNERS



ELEGANTLY CASUAL FOYER AND SUN ROOM



## Over 30 Years of Interior Design Excellence



**LAURIE DRISCOLL  
INTERIORS, INC.**

(608) 277-9767  
laurie@ldinteriors.net  
ldinteriors.net

Interior Designers have an awesome responsibility to their clients. At Laurie Driscoll Interiors, Inc. they take this responsibility very seriously.

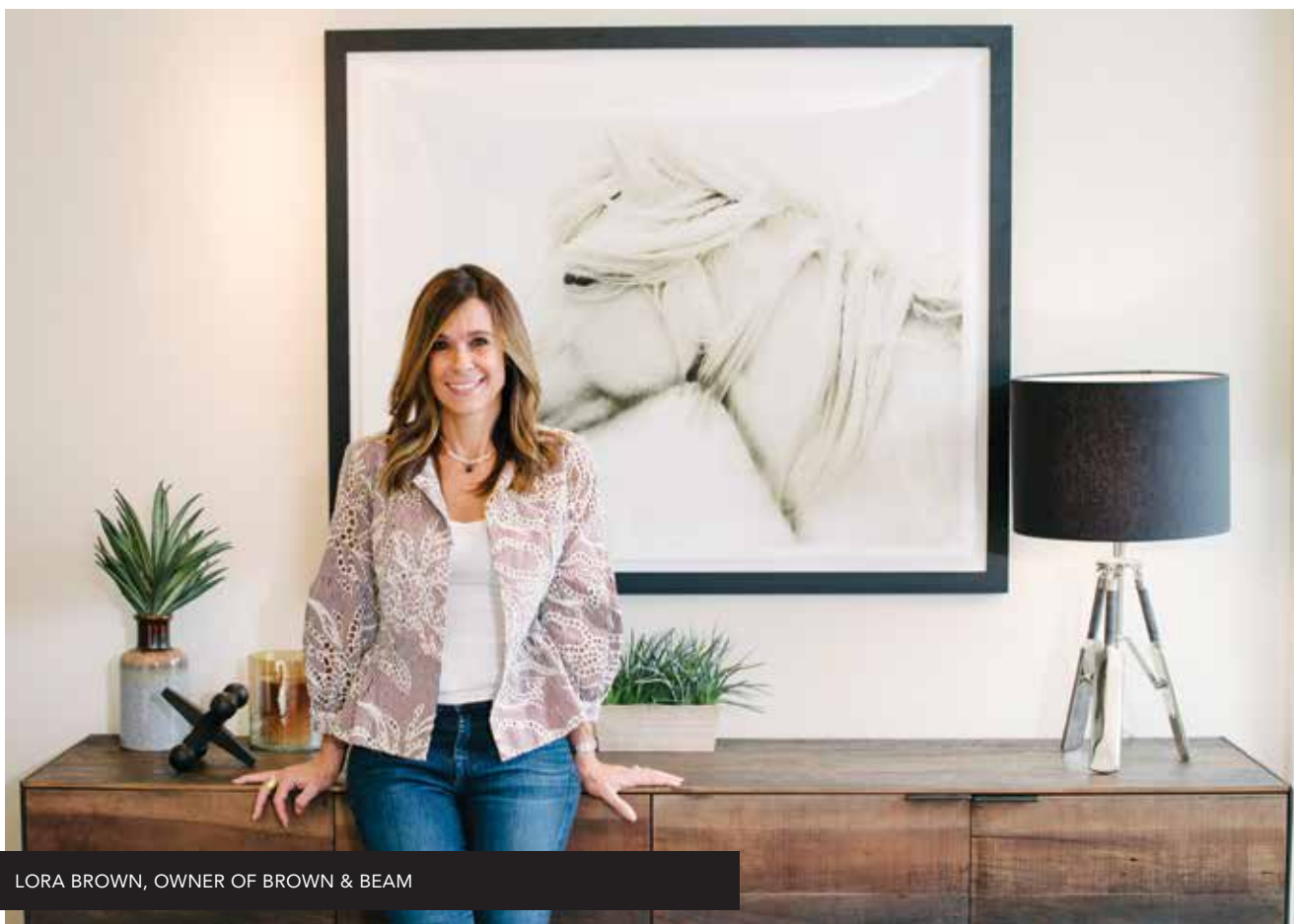
Laurie started her design firm over 32 years ago. She and her team have developed a business plan where they partner with their clients throughout the entire building or remodeling process. During this process clients have hundreds if not thousands of decisions to make. The intimidating reality for most people is when they realize that no decision is made in a vacuum. Each decision affecting another. Laurie and her team will partner with their clients to help them through the decision making process, pulling all materials, finishes, furniture and details together to create an incredible, unique design solution.

As human beings we are all affected by our physical surroundings. If we love the spaces we live and work in, we are happier, we are more productive, and we heal faster. This is an awesome responsibility for an interior designer.

From client Katie Butman: *Choosing Laurie Driscoll Interiors, Inc. was THE BEST decision of all. Laurie was there from the start of the plan on cardboard, to the absolute excitement of calling it "our home." Laurie is an active listener and notices the smallest of details; she adds and sifts all of your information to make confident and artistic decisions. In my husband's words: "Laurie's expertise and knowledge easily eliminates any disagreements!"*

PROMOTION

## INTERIOR DESIGNERS



LORA BROWN, OWNER OF BROWN & BEAM

## Reclaim Your Space



### BROWN & BEAM

2118 Eagle Drive  
Middleton, WI 53562  
(608) 833-2118  
[brownandbeam.com](http://brownandbeam.com)

Brown and Beam is an urban furniture and home decor boutique serving the south central Wisconsin region. A mixture of old and new, modern and traditional, urban and industrial, our furnishings defy definition. We pride ourselves on showcasing quality, sustainable items that support the makers who created them and go beyond the wares of big box retailers. Our curated collections offer everything from the sense of discovery in a one-of-a-kind piece, to Community at Heart furnishings that give back, or finding the perfect fit with our custom line made in the USA.

We collaborate with other industry professionals through our To-The-Trade program which allows us to work, design and grow as a community. From a small apartment to a new build project, our Designers will ease the stresses of bringing it all together. We'll visit your home, assess your space, then design a plan that takes into account your style, budget, and functional needs. Enrollment in our Design Services also provides clients with exclusive volume-tier discounts and one-on-one personalized service.

PROMOTION

## INTERIOR DESIGNERS



MEET OUR DESIGN TEAM: LINDSEY BLUM, ALLISON MERCIER, JEREMY WOLDT, AND ASHLEY MCFARLAND (NOT PICTURED: LEAH KOCHAUER)

## Love Your Space

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

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

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

### INTERIORS BY JW

537 West Main Street  
Sun Prairie, WI  
(608) 960-7600  
[interiorsjw.com](http://interiorsjw.com)



# zerorez®

insanely clean carpets™



### 3-AREA SPECIAL

3 areas cleaned & sanitized for only

# \$139

\*standard size areas 15x15 or less

CALL -or- BOOK ONLINE TODAY!

(608) 848-9000  
[zerorezmadison.com](http://zerorezmadison.com)



CARPET



ODORS



AREA RUGS



UPHOLSTERY



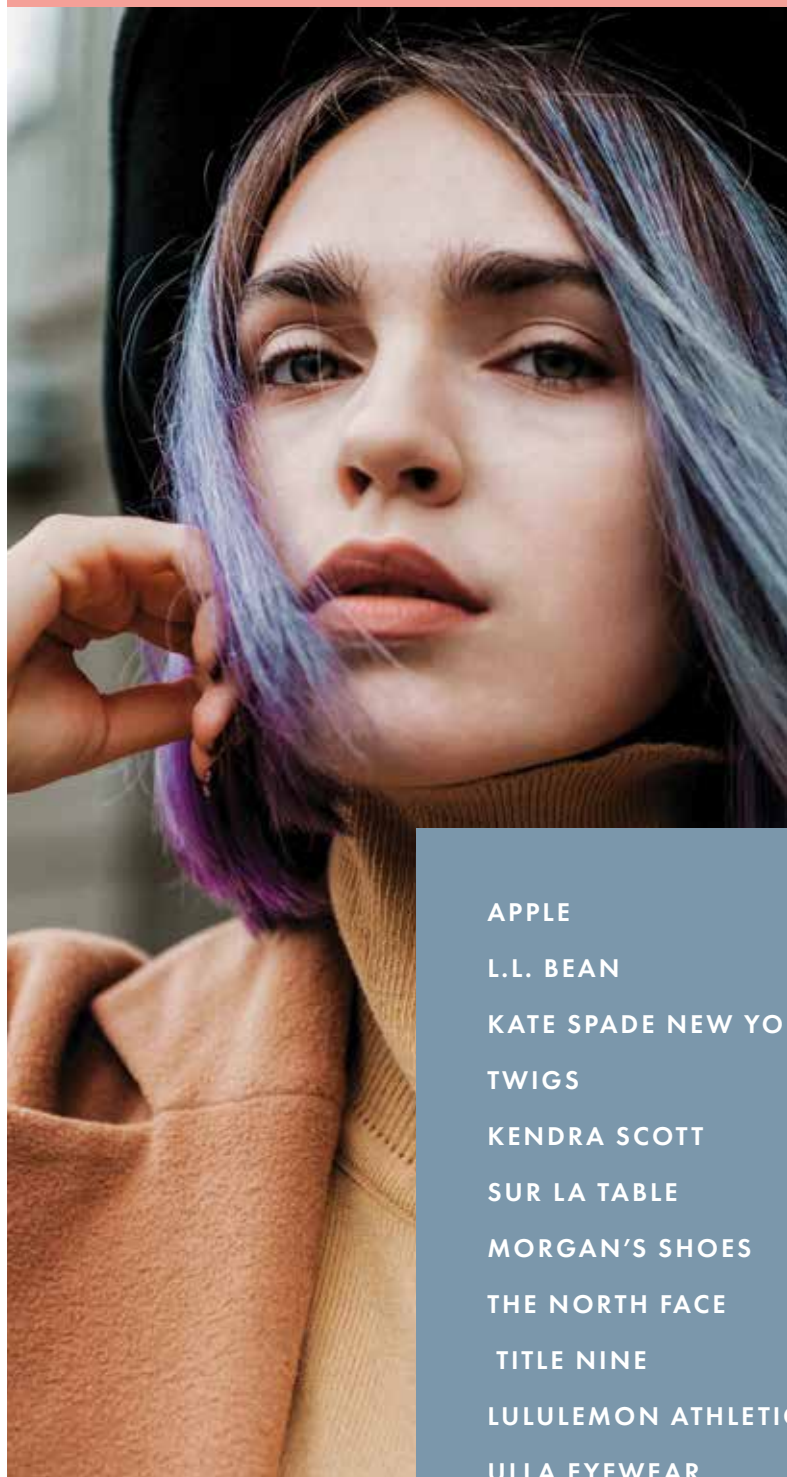
TILE



AIR DUCTS

# HILDALE

726 N. MIDVALE BLVD.  
HILDALE.COM • @HILDALEMADISON



APPLE  
L.L. BEAN  
KATE SPADE NEW YORK  
TWIGS  
KENDRA SCOTT  
SUR LA TABLE  
MORGAN'S SHOES  
THE NORTH FACE  
TITLE NINE  
LULULEMON ATHLETICA  
ULLA EYEWEAR

## WALBRIDGE SCHOOL



Now Enrolling  
for fall 2019!



7035 Old Sauk Rd., Madison • walbridgeschool.org

GALLERY NIGHT  
FABRIC SALE PARTY  
FRIDAY, OCT. 5, 5-9 PM

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

## 2018 FALL FABRIC SALE

October 1 - October 13

Creative Energy Designs, Inc.  
125 S. Dickinson St., Madison • 608-256-7696  
www.CreativeEnergyDesignsInc.com

DC  
INTERIORS &  
RENOVATIONS  
FOR SPACES THAT ARE UNIQUELY YOURS

Join us for Our  
**HOLIDAY  
OPEN HOUSE**  
WEDNESDAY  
NOVEMBER 7  
10 AM - 5 PM

Enjoy light refreshments and  
20% off all in-stock items.

3000 Cahill Main, Suite 215  
Fitchburg, WI 53711  
608.444.0571



# IN THE LIMELIGHT

**From storytelling to stage and screen,  
three women whose artistic talents  
enliven the Madison scene.**

**BY SARAH KNAB, HEATHER OWENS AND RACHEL WERNER  
PHOTOGRAPHED BY HILLARY SCHAVE**



## CARRIE HIGHMAN

## Real-Life Reels

When Carrie Highman is behind the lens—or in the director’s chair—she sets about crafting a visual portal into the lives of others. “My time as a reporter at a CBS affiliate in La Crosse was really the catalyst that pushed me into filmmaking. I saw what a powerful communication tool it was from a news standpoint and the impact it had on the city,” Highman reflects. “Film allows us to step into someone’s world...while sitting in our living room or looking at our phone waiting in the checkout line.”

Highman decided to leave her day job in 2014 to pursue filmmaking full time, launching her company Dream Lens Media with husband and lone crew member, Tim. The work allows her to provide the in-depth perspective of the people and initiatives she encounters around the state. She specializes in micro-documentaries—films that last from five to 10 minutes.

Highman’s clientele has grown exponentially, thanks to a keen eye and empathic nature—evident in the gritty, yet heart-warming short vignettes she’s produced for Capitol Off Road Pathfinders, GENRE2030, Ice Age Trail Alliance and Zeteo Community Homes.

“I worked with Carrie on a film series about life and energy in Madison. Her episodes in the project stand out because she brings a lethal mix of story craft and ingenuity to documenting the human experience,” shares Madison Gas and Electric Residential Services Manager Charles Warner.

“Her passion is undeniable, and her smile is contagious, which made collaborating with her one of the joys of my career.”

Highman’s next big endeavor is The Eat Local Run Wild Project. In collaboration with farmer and ultra-runner Jonnah Mellenthin Perkins, the digital series will highlight the intersections of an active lifestyle and eco-living. “Sustainability is so important to outdoor enthusiasts because their favorite activities rely on a beautiful, healthy earth. They also really care about the food movement, what they’re putting in their bodies and how those choices impact the environment,” Highman explains. “Each episode will take place around the country exploring with a different adventure athlete his or her sport. Then they’ll explore a local food-growing production such as vegetable farming and breweries for a behind-the-scenes look at what sustainable farming means and how you can make choices every day to eat local and support the health of our planet.”

Highman’s commitment to capturing the good in the world is a hallmark of her work. “Through working with Carrie on several film projects, I have been struck by her unwavering attention to detail and talent for finding an unexpected storyline in a seemingly ordinary narrative,” Perkins says. “She has even changed the way I think about my own story.” *dreamlensmedia.com*.

—Rachel Werner

FILMMAKER



## GAIL BECKER

## THEATER

## Musical Mentoring

Artists and arts consumers alike are drawn to Madison to live, work and play. Among the list of world-class performers to find her foothold here is Gail Becker. Yes—the Gail Becker from the national tour of “Babes in Toyland” and Overture Center’s Cabaret Series. But more importantly, Becker wears the hat of a teacher, mentor, director and inspirer to students and adults throughout the community.

A born-and-raised Chicagoan, Becker relocated to Dane County in 2009 following her career as a Chicago cabaret performer. “I loved Chicago but was ready for more pastoral settings. Madison is a great blend—a beautiful town near lakes and rural settings, but also filled with all of the savvy that every artist dreams to be a part of,” Becker says. “The arts connoisseurs who live and support work here want to see the arts thrive, which is incredible for such a city of this size.”

As a music director and vocal coach, Becker shares the gifts acquired along her journey around Wisconsin through her work with Overture’s Jerry Awards and Ensemble, with 2018 marking Becker’s fifth season as ensemble director.

“I started lessons with Gail in the seventh grade and continued until I left for college. She helped with my involvement in community theater, college auditions, the Jerry Awards and so much more,” says past Jerry Award recipient and ensemble member Kailey Boyles. “I credit her to be an instrumental part of my success as a performer.”

Bringing her incredible experience to the table for young talent, Becker focuses on encouraging careers—on- and off-stage. “In high school if you don’t get into the show, you get to do behind-the-scenes. Don’t think those teens are not as worthy. There are incredible careers in theater arts that don’t involve performance but are still invaluable necessary and are really viable careers,” she explains.

Becker and her colleague Andrew Abrams began Capital City Theatre in 2014, inspired by the need to fill a niche for locally-based, equity musical theater. And they’ve seen growing support over the last few years in terms of increased funding and audiences seeing value in their work. To meet this growing demand for high caliber musical theater, CCT will produce Leonard Bernstein’s “On The Town” on Overture’s Capitol Theater stage in May 2019. Becker also manages “Find your Light,” an intensive program offered via CCT aimed at preparing students for collegiate study of musical theater and auditioning at a professional level.

“I feel as if the youth and arts organizations here are growing at a fantastic speed! I’m so pleased to be along for this ride,” Becker says, beaming. “Mentoring high school students and nurturing a regional musical theater company is a spectacular balance of my career dreams!” *capitalcitytheatre.org*.

—Sarah Knab



## JEN RUBIN

## STORYTELLER

## Teller of Tales

Throughout her life, Jen Rubin was greatly influenced by close family and friends for all their community building in whatever form—including storytelling. “I’m influenced by the Hebrew phrase ‘Tikkun Olam,’ which loosely means ‘the repair of the world.’ I have been fortunate to know people for 10, 20 and even 30 years that consistently work to repair the world. Many of my friends figure out how to use their talents, energy, creativity and sense of social justice to do this work.”

Following along this path, Rubin received her master’s degree in social work from the University of Michigan and moved to Madison, where she has worked and volunteered in numerous capacities. At first glance, social work and storytelling may not seem to be related, but, according to Rubin, you need to delve through reports and determine how to tell stories in order to impact policies. She leads storytelling and writing workshops through various organizations such as the UW Odyssey Project, Arts + Literature Laboratory and Madison Public Library.

Given this line of work, she had been listening to the storytelling podcast “The Moth” for a while, then decided to look up regional sessions. The first time she ventured to a Milwaukee performance she wasn’t chosen to participate. Her second time she fared much better, receiving the highest score for the evening with a piece she would later perform in New York. She pitched the idea of having storytelling in Madison, and a year later, co-founded “The Moth” here with Alexandria Delcourt. Their first session was “Love Hurts” in February 2016.

Each month, “The Moth” has a different theme where participants (usually 10) tell a true story live in five minutes. Audience members can participate by writing a few sentences on slips of paper regarding the theme. The host for the evening will then read their comments and work the room while stories are being scored. Attendees and storytellers alike will find themselves laughing and possibly crying throughout the evening. There’s something unifying about having someone go on stage and bare part of their soul.

Aside from her work with “The Moth,” Rubin recently published the book “We Are Staying: Eighty Years in the Life of a Family, a Store, and a Neighborhood.” People sent her memories and stories of the radio repair store her family owned for decades in New York and she writes about the issues of having a family store and how much they mean to a community. No matter where you live, her advice for others is to “dig into your community, share your interests and connect with others.” And we in Madison are better for her contributions. [rubinjen.com](http://rubinjen.com).

—Heather Owens 🌸

A photograph of a person's legs in blue jeans and white loafers resting on a plush red sofa. A green leather bag is placed next to the legs. The background shows a dimly lit room with framed pictures on the wall and a fireplace mantel.

# BIGGER BRIGHTER BETTER

By RACHEL WERNER  
STYLED BY KATRINA SIMYAB  
PHOTOGRAPHED BY HILLARY SCHAVE  
HAIR AND MAKEUP BY ARCH APOTHECARY MADISON  
SHOT ON LOCATION AT THE MANSION HILL INN





## A NEW DAY

**Above and Opposite:** Wool Fedora, \$32, Gap. Tapestry Teal Haircalf Crossbody Bag, \$99, Chico's. A New Day Women's Striped Pleated Skirt, \$25, Target. Jessica Kane Obi Belt, \$25, Society Plus. Cut Out Flounce Mixed Media Top, \$49, LOFT. Sorel Joan Of Arctic Wedge Chelsea II Boot, \$200, Evereve. ShedRain Wood Stick Umbrella, \$17, Target. Red Trench Coat, \$15, Goodwill.

**Preceding Spread:** Beaded Stone Stretch Bracelet Set, \$29, Pearlized Pull Through Hoop Earrings, \$24, Striped Wrap Blouse, \$50, LOFT. Nora Skinny JAG Jeans, \$84, Z. Bella Boutique. A New Day Double Handle Satchel Handbag, \$40, Universal Thread Women's Avianna Low Vamp Kitten Heeled Mules, \$28, Target.



B





**Opposite:** Monique Lhuillier Multi Floral Gown, \$110, Rent the Runway. Textured Gold-Tone Stretch Cuff, \$40, Modern Mixed Drop Earrings, \$30, Chico's.

**Above:** Textured Gold-Tone Stretch Cuff, \$40, Gold-Tone Geometric Gold Stretch Bracelet, \$30, Gold Textured Cuff, \$40, Chico's. Budhagirl Silver & Gold Rubber Bracelets, \$40, Z. Bella Boutique. Universal Thread Silver and Gold Rings, \$10, Target

## GO BIG OR GO HOME

Catering to women in every shape and size is officially en vogue as mainstream labels Evereve, LOFT, Target's Universal Thread and Madewell, along with couture designers like Draper James and the lingerie brand Cosabella, took a BIG fashion step forward by recently expanding their lines to include "plus" cut garments. So consider true inclusivity and body positivity fully on trend while shopping for a choice fall look—designed to hug the sexiest curves in all the right places.



**Above:** Mes Amies Red Flare Sleeve Shift Dress, \$152, Mes Amies Boutique. Crystal Filigree Pendant Necklace, \$34, LOFT. Agate Stone Bracelets, \$36, Infinite Warrior. Thirty-Nine 42 Liz Earring, \$18, Evereve.



**Below:** Universal Thread Burgundy Cut Out Tote Handbag, \$35, Target. Houndstooth Blanket Scarf; Designer's Own. New Day Women's Aviator Sunglasses, \$17, Target



### GIVEAWAY ALERT!

Tag us on Instagram @bravamagazine throughout October in your #FallFashion posts for a chance to snag a trending fashion piece or accessory!



**Above:**

Kut From the Kloth Catherine Boyfriend Jean, \$89, Evereve. A New Day Women's Clubmaster Sunglasses, \$15, A New Day Women's Any Day Short Sleeve Scoop Shirt, \$8, Target Mes Amies Floral Trench Coat, \$156, Mes Amies Boutique. J/Slides Harry Sneaker, \$140, Evereve. Universal Thread Burgundy Cut Out Tote Handbag, \$35, Target

**Right:**

Crossback Pullover Top, \$79, Chico's. SUGARFIX by BaubleBar Beaded Necklace Set, \$20, Target So Slimming Brigitte Ankle Pants, \$89, Chico's. Pixie Mood Jasmine Bag, \$68, Z. Bella Boutique. Sam Edelman Lewellyn Slide, \$144, Evereve.

**Left:**

J/Slides Harry Sneaker, \$140, Evereve.

---

Learn more about model Jeanne Pluemer's secret style hacks at [BRAVAmagazine.com](http://BRAVAmagazine.com). ✨



# Fly LOCAL

Want to  
escape the  
cold this  
winter?

FLY LOCAL from  
Madison to:

Atlanta

Charlotte

Dallas-Fort Worth

Fort Myers

Las Vegas

Orlando

Phoenix

San Francisco

Tampa Bay



DANE COUNTY  
REGIONAL AIRPORT  
MADISON



[MSNAirport.com/FlyLocal](https://MSNAirport.com/FlyLocal)

# FALL FOR ADVENTURE

ElkhartLake.com | 1-877-355-4278

WISCONSIN'S  
**Elkhart Lake**  
*A legendary getaway*  
*Located 2 hours northeast of Madison*



## Autumn Getaway

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

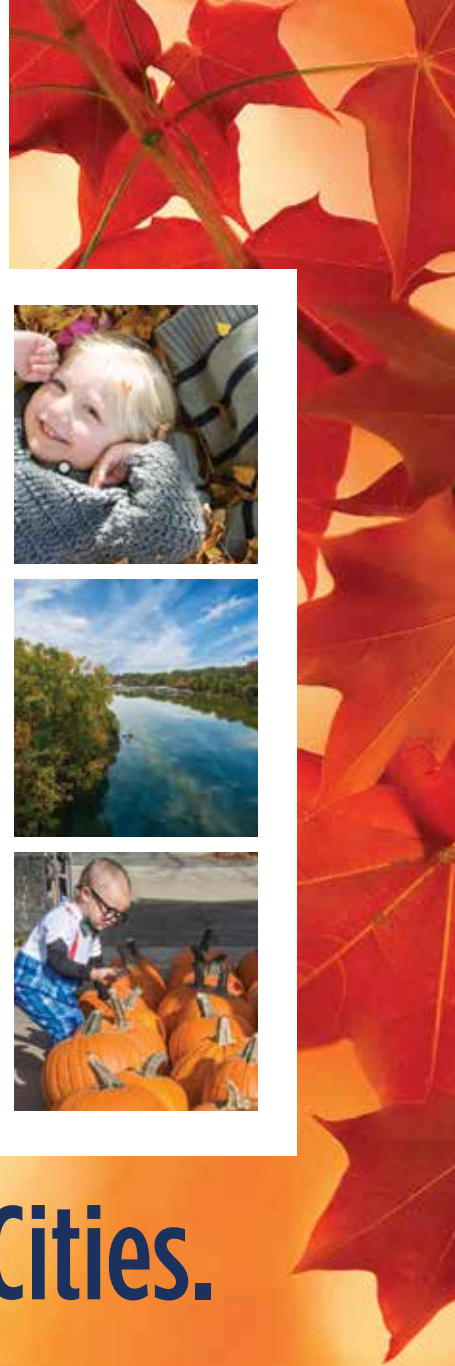
The **Autumn Getaway** includes a one night stay and a \$20 dining credit. From \$189 per night, plus tax.

Available October 1–November 30, 2018, based on availability.

For reservations, call 855.990.0028.



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



# Embrace Fall in the Fox Cities.

A change of seasons is in the air and it is the perfect time to hit the road to see all of the colors of Fall. Your perfect Fall getaway includes nature, festivals, delicious cuisine and a wide array of shopping in the Greater Appleton area.

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



**FOX CITIES**  
GREATER APPLETON WISCONSIN

[FoxCities.org](https://www.FoxCities.org) / [#ExploreFoxCities](https://twitter.com/ExploreFoxCities)



# GO+DO

## — A PIECE OF CAKE —

Treats on a stick add a little flair to any occasion—especially when the taste is as impressive as the appearance.



PHOTOGRAPHED BY SUNNY FRANTZ

*Try your hand at To Di For Baking's step-by-step cake pop recipe in Eats + Drinks, P.52.*

## FUN ON A STICK

How to make your own cake pops

BY DIANA MATTHEWS

**THOSE OF YOU** who don't like following exact recipes are going to love this one. A little of this, a glob of that—you can do this!

**STEP 1:** Bake your favorite cake recipe and allow it to cool. No shame if it's a boxed mix. Bake your cake in a round or square cake pan, a loaf pan, or cupcake pan. It really doesn't matter.

**STEP 2:** Dump that beautiful cake into a big bowl. Crumble the cake with your hands until it reaches a sandy consistency. I'd recommend setting aside a little bowl of cake crumbs in case you need to thicken your cake pop mixture later.

**STEP 3:** Add a nice glob of icing. Again, we won't judge you if its icing from a can. If you are feeling particularly domestic, consider making my Vanilla Bean Buttercream Recipe, available on BRAVAmagazine.com.

**STEP 4:** Mix with your hands until icing is incorporated into cake. Now test the consistency. You want the mixture to be able to hold its shape when rolled into a ball, but not be so soft that it slides off the stick. This is where having some reserved cake crumbs and icing comes in handy. If the mixture is dry add a little more icing. If it's too "squishy" and not holding its shape, add more dry cake crumbs. Go back and forth until you feel like you've nailed the consistency.



PHOTOGRAPHED BY SUNNY FRANTZ



## GO+DO | EATS+DRINKS



**STEP 5:** Use a  $\frac{3}{4}$ -ounce scoop to portion out the mixture.

**STEP 6:** Use your hands (again!) to roll the scoops into balls.

**STEP 7:** Melt dark or white melting chocolate in a double broiler

**STEP 8:** Dip the tip of the stick into the melted chocolate and then into the cake ball. Pop in the fridge for a few moments so chocolate hardens and secures the stick to the cake ball. This prevents the cake from falling into your melted chocolate—we hope!

**STEP 9:** Angle your bowl of melted chocolate and dip your pop quickly, twirling the pop as it enters the bowl, so the chocolate covers all sides of the cake ball. Gently tap the stick and twirl the pop until it stops dripping. Be patient!

**STEP 10:** Once the chocolate begins to harden, add your sprinkles. You'll notice the chocolate start to turn from shiny to matte. This is your cue to sprinkle now.

**VOILA!**

I like to stand my cake pops up on a slab of Styrofoam until they are completely dry. You can find Styrofoam at a local craft store.

Feel free to experiment with different flavors and add-ins. The possibilities are endless! [todiforbaking.com](http://todiforbaking.com). 🌸



PIZZERIA, RISTORANTE & WINE LOUNGE



1828 Parmenter Street, Middleton  
608.833.0033 • [www.villadolcecafe.com](http://www.villadolcecafe.com)  
Mon-Fri: Lunch 11am-2:30pm, Dinner 4:30-9pm  
Saturday: Dinner Only 4-9pm  
Gourmet Pizza • Pastas • Catering




Local Fare with French-Belgian Flair

From Scratch, Seasonally-Sourced Menu

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



NEIGHBORHOOD EATERY & TAP ROOM

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



IMPERIAL GARDEN

LUNCH • DINNER • COCKTAILS  
CARRYOUTS • BANQUET ROOMS

Voted best in Madison for 35 years



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



BEER CAFE • BOTTLE SHOP • TASTING ROOM

A Communal Experience in Craft Beer and Food



Open for lunch and dinner



7545 Hubbard Avenue, Middleton  
[LongtableBeerCafe.com](http://LongtableBeerCafe.com)  
(608) 841-2337

# Memory Care treatment

## The Madison area has a range of local options

By Sue Sveum



As Americans' life span increases, many of us have been touched in some way by someone with Alzheimer's disease or dementia. If not our immediate family, then maybe another relative, neighbor or friend has experienced memory issues—or cared for someone who has. But caregiving is a hard job. And that's why there are several options in the Madison area for those with dementia—and the people who love them. Local professionals from in-home health services and memory care communities share some tips, stressing that the key to finding the right choice is what's best for you and your family.

Understandably, when someone begins to experience memory issues, it's only natural for them to want to remain at home as long as possible. "Familiar surroundings are very important," says Janet Bollig, Medical Social Worker and Outreach Manager at SSM Health at Home. "And transitions can be challenging."

Family members, too, often strive to keep their loved ones at home, according to Bollig, but it's often difficult for a spouse or a child to care for their loved one at home by themselves for a longer period of time. "The problem is that as these memory issues or dementia

get worse, it becomes very hard on the caregiver—physically, mentally and emotionally," she says.

But as a skilled health agency, SSM Health at Home can support caregivers and help them keep their loved ones at home by supplying the kind of expertise that families alone cannot provide. "Our services are a step beyond home care," says Bollig, explaining that Health at Home is a Medicare-certified program that requires a physician's referral and is staffed by health professionals including nurses, medical social workers and home health aides. "Most people don't even realize that there

are services available to them that are covered by Medicare, private insurance or Veteran's Benefits," she says, adding that people should talk to their providers to find out their options. "But people do have choices."

Bollig says Health at Home serves people of all ages with a variety of health concerns, but as people live longer, memory problems tend to increase. "Many of our patients have memory issues, whether it's due to Alzheimer's, dementia or confusion stemming from a medical condition or even their medication," she says. "We often go into the home for a physical condition and end up dealing with confusion as well."

In addition to providing skilled health workers and medical supplies to patients, Bollig says Health at Home believes it's important to educate caregivers about the basics of memory issues and dementia as well as managing the condition. "There are so many variables, and that's what makes it so challenging," she says. "But there's also a lot of community support out there." Bollig's top advice for caregivers? "Patience," she says. "Have patience. But most of all, we want them to know they aren't alone."

And because Health at Home doesn't provide services such as housekeeping or helping with activities of daily living, Bollig says they often work very closely with home care agencies that do. "We don't consider home care services competition," she stresses. "In fact, we value those relationships." The reason? Because their combined services make it possible for patients to remain at home. "As long as the person can get the help they need, that's what we all want."

Agrace HospiceCare recently launched a new program to fill that need. "For years, people have asked if we could provide extra assistance with non-medical things for people who are not eligible for hospice," says Care Team Manager Tasha Robinson, who describes Age at Home as a service that helps anyone who needs support to stay safe and independent at home.

*(continued on P. 56)*



## SSM Health at Home

Trusted care that travels  
from our home to yours.



SSM Health at Home offers a range of services, all with one goal, to keep our patients as safe and independent as possible at home.

From home care after an injury or surgery - to medical equipment deliveries and hospice care, SSM Health at Home can provide patients the comprehensive care they need to remain at home.

To learn more about the home health services we offer or to request an informational visit, please call **800-924-2273** or visit **[ssmhealthathomeWI.com](https://ssmhealthathomeWI.com)**.

# Help at home for people with Alzheimers

Age   
at Home  
by Agrace

(608) 327-7456 | [AgeAtHome.org](http://AgeAtHome.org)

(continued from P. 54)

“More and more seniors are choosing to age in place,” she says, adding, “Changes in routines and surroundings can be more difficult for people with dementia to cope with.” Age at Home helps by offering personalized support for people with Alzheimer’s, dementia or other cognitive challenges.

“We also know how challenging it can be to play the role of caregiver—it’s exhausting,” says Robinson, “and many family caregivers have never had to help a loved one in this way before.” That’s why Age at Home created a menu of services designed with not only the client—but also their family caregivers in mind. “We’re here to provide peace of mind,” she says.

And peace of mind is exactly what you get with local memory care communities as well. “When someone moves to memory care, it’s often a relief—to them and their family,” says All Saints Memory Care Administrator Jessica Saalsaa, a registered nurse. “They may have known something wasn’t quite right—but now they don’t have to put on a façade anymore. They can be themselves because everyone here has some degree of memory loss—they aren’t alone.”

All Saints has two memory care neighborhoods with a small, homey feel and extra staff for one-on-one care when needed. “We also put a huge emphasis on activities, knowing if they aren’t interested in one, they may enjoy another,” says Saalsaa. “It’s important for residents to feel in control, so options are nice.” Interactive music and ‘drum circle’ are two of the most popular. “Music often brings back memories,” she says. “It’s magical to see people light up again.”

“We like to remind families that ‘mom’ is still ‘mom’—just a little different,” says Saalsaa. “It’s really all about dignity. That’s so important.”

Taylor Powless, Community Relations Coordinator at Heritage Senior Living, is of the same mind. “Because residents here need a higher level of care, every one of our staff receives ongoing training in dementia care methods and best practices,” he says.



  
**SSMHealth.**  
[ssmhealth.com/presence](http://ssmhealth.com/presence)

At SSM Health, we take the time to connect with you, listen to you and understand you better.

We call this the healing power of presence. And it’s found in moments like this. **Because the better we know you as a person, the better we can treat you as a patient.**

Heritage meets each resident's unique needs by gathering their life story. The stories help caregivers create individualized care plans that blend wellness, activities, culinary experiences and more in order to enrich and enhance residents' lives.

Multisensory rooms, virtual reality, pet and aromatherapies are also used to help promote memory recall and encourage interaction and expression. And brain training software, called Dynseo, can track cognitive performance and identify weaknesses so caregivers can work to slow residents' cognitive decline.

A simple, circular building layout and access to a secure garden courtyard create a comforting environment.

But according to Powless, it's the people that matter most when choosing the right place for your loved one. "Any building can be beautiful," he says, "but it really comes down to the care structure and the people who'll be providing that personal care."

Karen Hayden, Nursing Home Administrator at SSM Health St. Mary's Care Center, agrees. "During the admission process we take a social history to learn anything that will help us make a connection with our residents," she says. "And 'memory boxes' outside each room serve double duty—they help residents identify their room, while staff learns more about them."

Hayden suggests that new residents also bring along some special things to make their rooms feel more like home. "It could be photos, mementos or even a favorite chair," she says.

Memory care staff here get additional training so they're very attuned to the residents. "We spend extra time with new move-ins to make them feel comfortable," explains Hayden, "and there's a chaplain on hand to provide spiritual guidance for residents, families and staff."

Families can also attend long-term care support groups. "And St. Mary's has a vigil team available to sit and offer comfort to residents who may be alone when passing," she says. "In memory care, it's that personal touch that means so much."

*Spirit of*  
**SERVICE**

A comforting conversation,  
a smile of recognition.

*This is a community with spirit.*

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

Memory care services  
dedicated to helping with heart.

Call today to learn more!

**(608) 827-3029**  
**allsaintsneighborhood.org**



## WE CAN HELP YOU WITH THE

## *next step.*





- ✓ Nursing staff 7 days/week
- ✓ Rehabilitation gym
- ✓ On-site therapy
- ✓ Pub/social area

- ✓ Chef-prepared cuisine
- ✓ Spa rooms
- ✓ Patios and courtyard
- ✓ Coordinated activities/outings

**Heritage Monona • 111 Owen Road • 608-441-9990**  
**Heritage Middleton • 6234 Maywood Ave. • 608-831-7004**

www.heritagesenior.com

**HERITAGE  
SENIOR LIVING**

*Independent, Assisted Living and Memory Care Communities*

## SPICE IT UP

Fall festivals for the whole family

BY SAMANTHA GEORGSON

**As the days** grow shorter and the air turns delightfully crisp, Wisconsinites gear up for a festive fall season. At the first hint of changing leaves, local markets line their shelves with spiced cider, and families bundle up in big sweaters before heading out to check items off their fall bucket lists.



PHOTO COURTESY SCHUSTER'S FARM

### TRICKS AND TREATS AT SCHUSTER'S FARM

If you're looking for a place that offers fall festivities both day and night, check out Schuster's Farm. There are good times to be had around every corner of the Wisconsin-themed corn maze which expands across eight acres. Food trucks, a canteen and the bakery barn offer lots of yummy eats. In the evening, bring a group of friends and reserve a bonfire for roasting s'mores. After dark pull out your flashlights for another go at the corn maze under the moonlight or send the teens into the PG-13 haunted forest. [schustersfarm.com](http://schustersfarm.com).



PHOTO COURTESY CAVE OF THE MOUNDS



PHOTO COURTESY JIM MCNULTY

### PUMPKINS FOR A CAUSE AT OAK BANK'S GREAT PUMPKIN GIVEAWAY

Bring the whole family out to Oak Bank's green space at 5951 McKee Road in Fitchburg Saturday, Oct. 13, for its Annual Great Pumpkin Giveaway. Grab your favorite pick of the patch just in time for Halloween, while supporting the Access Community Health Centers.

After pumpkin-picking your family can enjoy kids' activities, carriage rides, refreshments and a Fun Play Inflatable bounce house. It's a can't-miss event, and if you're lucky you'll even get to meet a few of your favorite Wisconsin mascots. [oakbankonline.com](http://oakbankonline.com).

### HOLLOW-EEN AT CAVE OF THE MOUNDS

From Oct. 25-31, this National Natural Landmark is all decked out for a festive Halloween celebration with fun, family-oriented events. Come out for a Trick-or-Treat Cave Tour where your little ones can scour the candle-lit caverns for gemstone and fossil-like treats—bonus prizes for the best costumes. You can also challenge your family to complete the Kooky Karst Scavenger Hunt or dig for buried bones. If you find some worth trading, exchange them for an authentic chunk of fossilized dinosaur bone! [caveofthemounds.com](http://caveofthemounds.com).

### OLD-FASHIONED FESTIVITIES AT SCHUMACHER FARM PARK

Schumacher's puts the heritage in Halloween. Bring the whole family out for a traditional celebration on Saturday, Oct. 27 from 4 p.m. to 9 p.m. involving old-fashioned games and crafts, storytelling and s'mores. Kids of all ages are welcome for hayrides, face painting and fortune telling. But be warned, things start to get spooky around 6:30 p.m. when the ghosts and ghouls come out to play. [schumacherfarmpark.org](http://schumacherfarmpark.org).



PHOTOGRAPHED BY ANN CHRISTIANSON

### ANIMALS, MAZES AND MORE AT EUGSTER'S FARM MARKET AND PETTING FARM

If your kids love petting zoos and picking pumpkins, Eugster's Farm Market and Petting Farm is the place to be. Kids can play with kittens, pet the pigs and even feed the goats or milk the cow in the barn.

On weekends, Eugster's hosts its fall festival, where the whole family can catch a hayride out to pick some pumpkins from the patch. Puppet shows, magic shows and a G-rated haunted house offer more fun. Afterward, you'll want to head back to the barn to cozy up with some of the best apple cider donuts in town, and if you stick around long enough you might just witness the winner of the giant pumpkin contest. [eugsters.com](http://eugsters.com). 🍂



## wine women & shoes®

**BENEFITING BREAST CANCER RESEARCH AND CARE  
AT THE UW CARBONE CANCER CENTER**

**Friday, November 16, 2018, 6 pm**

**Monona Terrace, Madison**

*Be there. Be giving. Be fabulous!*

Purchase seats at [friendsofuwhealth.org](http://friendsofuwhealth.org)

HOSTED BY:



**Carbone Cancer Center**  
UNIVERSITY OF WISCONSIN  
SCHOOL OF MEDICINE AND PUBLIC HEALTH

PRESENTED BY:

**THE BERBEEWALSH  
FOUNDATION**

FR-218131-18

## Yoga at Harbor Wellness Studios

Yoga Classes: Yoga Flow, Yin Yoga, Everybody Yoga

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



**HarborWellnessStudios**

[www.harborwellnessstudios.com](http://www.harborwellnessstudios.com) | 608.821.6501  
2711 Allen Blvd | Middleton | WI | 53562



**YWCA  
IS ON A  
MISSION**

**2018 Racial Justice Summit**  
*Reclaiming Our Stories*  
 October 2-3, 2018 | Monona Terrace  
 Oct. 2 8:00am - 6:00pm | Oct. 3 8:00am - 4:30pm

Presenting Sponsor  
**CUNA MUTUAL GROUP**

**JOIN US.**  
 Get details & tickets at:  
[ywcamadison.org/racial-justice-summit](http://ywcamadison.org/racial-justice-summit)  
 Visit [www.wearewomenagainsthate.org](http://www.wearewomenagainsthate.org)  
 to learn more about featured art.

eliminating racism  
 empowering women  
**ywca**

GO+DO | JAUNT



## KEEP TRUCKING

Outdoor sprints for autumn

BY RACHEL WERNER

**Crisp air signals** the change of season and for many outdoor enthusiasts it can also mean heading indoors. But as the autumn unfolds, there's time to move your body lakeside, through parks and along trails a little longer. Consider lacing up for a competitive or recreational run this fall, such as the Haunted Hustle, a two-day family-friendly event in Middleton slated for Oct. 20-21.

If you're already booked up or are committed to football-soaked weekends, opt for a virtual event. That way, you can log your solo or group training runs, bikes or swims—and still pull down some gear, like race shirts and a medal, normally offered only at actual events.

Home Race Series co-founder Sam Kassel says, "Whether they run, walk, bike or swim their distance, racers do it on their own terms, and can show off their sweet bling when they achieve their goal."

Local triathlete and Capitol View Events outreach coordinator Steena Cirves suggests making the most of the outdoors, when the weather permits. "Try a trail run," she says. "The arboretum has beautiful paths that glow yellow and orange in the fall season." 🌸

[hauntedhustlemadison.com](http://hauntedhustlemadison.com)  
[414events.com/sweet-home-5k](http://414events.com/sweet-home-5k)



5 time **Best of Madison** Award Winner  
[sondelfamilyveterinaryclinic.com](http://sondelfamilyveterinaryclinic.com)  
 P: 608.497.1392 • F: 608.497.1395



**ELANA FRANKENTHAL, DVM (LEFT) AND JEN HANNA, PRACTICE MANAGER (RIGHT)**

Our animal hospital offers preventative care, general medical, and surgical care for small animals, with a primary focus on dogs and cats. Here your pet will receive top quality care and you'll receive the information you need to help your pet live the fullest and healthiest life possible.

1848 Waldorf Blvd, Madison, WI 53719 • M, T, W: 8am-5:30pm Thurs: 11am-7pm Fri: 8am-4pm

## OCTOBER



## PERFORMING ARTS

10/5 | 8 p.m.

**ROY WOOD JR. & MICHAEL KOSTA**

Since joining Trevor Noah on *The Daily Show* in 2015, Roy Wood Jr. has stood out in satirical news programs by relying on his dry wit and impeccable gift for observation. Joining him is stand-up comic and fellow *Daily Show* correspondent Michael Kosta. *Wisconsin Union Theater, Madison. union.wisc.edu.*

10/5-10/20 | Times Vary

**"NO ONE GOES TO HELL FOR THE FOOD"**

When a saintly sister and a vicious serial killer reach Heaven and Hell, they are left wondering if they truly deserve their fates and help each other come to terms with their respective eternal rewards. *Bartell Theatre, Madison. mercuryplayertheatre.com.*

10/9-10/14 | Times Vary

**"SOMETHING ROTTEN!"**

When a local soothsayer foretells that the future of theater involves singing, dancing and acting at the same time, Nick and Nigel Bottom set out to write the world's very first musical! *Overture Center, Madison. overture.org.*

10/11 | 8:30 p.m.

**BLACK MUSIC ENSEMBLE**

UW-Madison's Black Music Ensemble exclusively performs the music of black artists, ranging from swing to funk to bebop to hip hop. *Wisconsin Union Theater, Madison. union.wisc.edu.*

10/19-10/21 | Times Vary

**MADISON SYMPHONY ORCHESTRA—EPIC ROMANCE**

The dynamic Canadian Tania Miller is featured as guest conductor, and Grammy Award-winning cellist Zuill Bailey makes his Madison debut. *Overture Center, Madison. madisonsymphony.org.*

10/19-10/21 | Times Vary

**"CELEBRATION"**

Kanopy Dance Company kicks off its season of exuberant fêtes and strong emotions with Martha Graham's masterwork "Celebration." *Overture Center, Madison. kanopydance.org.*

## ENTERTAINMENT

10/5 | Times Vary

**GALLERY NIGHT**

Draw inspiration from over 70 arts-themed activities, venues and pop-up events during the fall installment of this biannual event. *Locations vary, Dane County. mmoca.org.*

10/6 | 5 p.m.

**LATINO ART FAIR**

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

10/22 | 2 p.m.

**OPEN MIC AFTERNOON**

Enjoy a diverse range of music styles and spoken word poetry. And the first five participants will receive a free goblet of mead! *Bos Meadery, Madison. bosmeadery.com.*

10/26 | 8 p.m.

**"SO YOU THINK YOU CAN DANCE LIVE! 2018"**

Following the continued success of the hit summer competition series and 15 Emmy wins, "So You Think You Can Dance" is packing up its best dancers of 2018 and touring the country this Fall. *Overture Center, Madison. overture.org.*

## FAMILY

10/5-10/21 | Times Vary

**"CHARLOTTE'S WEB"**

Wilbur, the piglet, gains an unlikely friend in Charlotte, the crafty spider, whose dedication and loyalty changes his life forever. *Overture Center, Madison. ctmtheater.org.*

10/11-10/14 | Times Vary

**WISCONSIN SCIENCE FESTIVAL**

Take the kids out for an engaging and inspiring day of exploration during this four-day, state-wide celebration that includes hands-on science exhibitions, demos, workshops and more! *Discovery Building, Madison. wisconsin-sciencefest.org.*

10/20 | Times Vary

**KIDS IN THE ROTUNDA—ANGELA PUERTA**

Angela Puerta is a Colombian singer-songwriter and guitarist based in Madison and influenced by rock en Español, alternative rock, pop, reggae, Colombian Folklore and other Latin American music. *Overture Center, Madison. overture.org.*



PHOTO COURTESY JIM MCNULTY

10/27 | 9:30 a.m.

**DREAMBANK: SPOOKTACULAR HALLOWEEN BASH**

Get the kids excited for trick-or-treating by helping them decorate their own Halloween bag at DreamBank's spooky and silly party. Costumes are encouraged! *DreamBank, Madison. dreamfearlessly.com.*

10/28 | 12 p.m.

**GIRLS WORLD EXPO**

Take part in this educational day sponsored by The Girls Advisory Board of Madison as young ladies participate in informative workshops, have conversations with local female leaders and women in a variety of industries and watch motivating performances. *The Madison Concourse Hotel and Governor's Club, Madison. girlsworldexpo.com.*

10/29 | 5 p.m.

**SENSORY-FRIENDLY MUSEUM TIME**

Programming after general admission hours that provides a comfortable environment for children affected with autism and/or sensory challenges to have quality family and recreational time. *Madison Children's Museum, Madison. madisonchildrensmuseum.org.*

## SAVOR

10/2-10/6 | Times Vary

**WORLD DAIRY EXPO**

Calling all dairy enthusiasts to participate in this exchange of ideas, cutting-edge technology, contests and more. *Alliant Energy Center, Madison. worlddairyexpo.com.*

10/4 | 5 p.m.

**AN EPICUREAN EVENING**

Indulge the senses with tastes that excite and panoramic views that impress at the fourth annual Clean Wisconsin's Epicurean Evening. Guests will be treated to exclusive offerings from some of Madison's top culinary talent. *Monona Terrace, Madison. cleanwisconsin.org.*



10/16 | 12:15 p.m.

#### HISTORY SANDWICHED IN: BUILDINGS WITH TASTE—RESTAURANT ARCHITECTURE IN WISCONSIN

Architectural historian Jim Draeger delves into the diverse architecture of eateries in Wisconsin, from fast food joints to supper clubs. *Wisconsin Historical Museum, Madison. wisconsinhistory.org.*

10/25 | 5:30 p.m.

#### COCKTAILS WITH A CURATOR: TRIVIA NIGHT!

Enjoy a mixed drink while answering some fun trivia questions, the answers to which can all be found within the museum's exhibits! *Wisconsin Veterans Museum, Madison. wisvetmuseum.com.*

#### JAUNT

10/4 | 5 p.m.

#### LIGHT THE NIGHT WALK

Participate in an inspirational evening of celebration and support for individuals with Leukemia and Lymphoma. All funds raised will go towards research and assistance for blood cancer patients and their families. *Veterans Park, Milwaukee. lightthenightorg/wisconsin.*

10/6 | 9:30 a.m.

#### AIDS WALK WISCONSIN

Help people with HIV live longer, healthier lives by participating or volunteering at Wisconsin's largest HIV benefit walk and 5K run. *Summerfest Grounds, Milwaukee. aidswalkwis.org.*

10/12-10/14 | Times Vary

#### AUTUMN COLOR WEEKEND

All aboard! Take in the beautiful autumn palette of the Sauk County countryside on a 55-minute train ride. Or turn it into a date night with Elegant Dinner Train, a three-hour ride where you enjoy dinner while overlooking the bounty of fall. *Mid-Continent Railway Museum, North Freedom. midcontinentorg.*

10/20 | 7:30 p.m.

#### ELVIS MY WAY

The electrifying Brandon Bennett does the impossible, delivering a spine-tingling Elvis tribute that is fresh, powerful, and right on time. *Edgerton Performing Arts Center, Edgerton. edgerton.k12.wi.us.*

#### THRIVE

10/2 | 12:15 p.m.

#### HISTORY SANDWICHED IN: VOICES OF WISCONSIN LATINA ACTIVISTS

Join Andrea-Teresa Arenas, co-author of the Society Press collection "Somos Latinas: Voices of Wisconsin Latina Activists," and Hector Salazar, Outreach and Recruitment Specialist with the Wisconsin Alzheimer's Disease Research Center, for a discussion of Wisconsin activism and powerful narratives from 25 activists. *Wisconsin Historical Museum, Madison. wisconsinhistory.org.*

10/6 | 8:30 a.m.

#### INAUGURAL ADVANCED EMPLOYMENT FUN RUN/WALK/ROLL

Raise awareness about Advanced Employment's mission during a 5K course or 1-mile wheelchair accessible course. Music, food and a race day T-shirt will be provided for participants. *Warner Park Community Recreation Center, Madison. advemp.org.*

10/6 | 5 p.m.

#### 12th ANNUAL HEALING ART SHOW

As part of Mental Illness Awareness Week, NAMI Wisconsin hosts its yearly exhibit of local artists who express themselves and their own struggles with mental illness through their work. *Lakeside Street Coffee House, Madison. namiwisconsin.org.*

10/11 | 6:15 p.m.

#### DREAM BIG: BE YOUR OWN SUPERHERO WITH GIN, CHOCOLATE & BOTTLE ROCKETS

Meet the band Gin, Chocolate & Bottle Rockets as they discuss finding their purposes, founding their own Justice League and leaning in to adversity. *DreamBank, Madison. dreamfearlessly.com/dreambank/events.*

10/25 | 6:15 p.m.

#### DREAM BIG: MINDFULNESS—CHOOSING GRATITUDE WITH NANCY DEPCIK

Join Nancy Depcik of Unshakable Success as she helps you find gratitude in everyday life. Discover ways to feel grounded, maintain hope and stay truly positive during times of change and uncertainty. *DreamBank, Madison. dreamfearlessly.com/dreambank/events.*



@bravamagazine

Comfort with Style!

**Morgans Shoes**  
COMFORT WITH STYLE!

*Board Certified Pedorthists on staff. Narrow through Wide Widths in stock. Free advanced foot evaluation with every fitting.*

**HILLDALE**  
Mon-Sat 9-9 Sun 11-6  
608.238.3509  
morganshoes.com

## BUILDING FROM WITHIN

### MABEE's Black Enterprise Network

BY RACHEL WERNER

**Creating a self-sustaining model** for black business owners is the goal for Madison Alliance for Black Economic Empowerment founder Eric Upchurch II. And since launching the organization in March 2017, 239 entrepreneurs have participated in MABEE events and been connected with resources and funding worth a total of \$20,000.

"I was inspired by my work as the Executive Director for the Madison Black Chamber of Commerce," Upchurch says. "In a meditation, I saw a vision of an event where we'd collectively built up our own resources to meet our own needs. This eventually became ResourceFULL for black businesses, featuring our signature HIVE networking activity."

Held each April and October, ResourceFULL is an integrative evening aimed at fostering strategic connections. All attendees—whether it's a new startup in need of mentorship or a corporate entity able to provide seed money—are encouraged to initiate conversations with

the intent of cultivating beneficial partnerships. Upchurch also stresses that not every fruitful interaction involves a monetary transaction or being awarded one of the MABEE grants. "The point of the HIVE is to work together so everybody comes away with something," he explains. "Maybe that's a gift card, in-kind web services or a new business partner."

The night can be a game changer in terms of bolstering a fledgling operation. ArrowStar Photography owner Shalicia Johnson recalls, "After stating my name and my business, I was to tell the audience how the grant money would be utilized. I shakily announced I needed a new laptop, and that was all I could get out before the sobs started." With the award she received, Johnson will finally be able to replace the borrowed, 11-year-old device she'd been using to edit photos.

"As a photographer, having a computer is second to having a camera. I have lost hours upon hours of productivity due to



Eric Upchurch II and  
MABEE Director of  
Business Development  
Courtney Hayward

PHOTOGRAPHED BY VALERIE TOBIAS

error messages, frozen apps and slow rendering speed...the equipment simply cannot keep up with what I have to demand from it," she says. "I am incredibly thankful for Eric and his team. I will be able to propel my business forward without the hardship—and for that I will be forever grateful." 🌸

*MABEE's ResourceFULL Black Business Event takes place Oct. 25. For details, visit [madisonabee.com](http://madisonabee.com).*

## OCTOBER NONPROFIT EVENTS

10/7 | 8 p.m.

### WALK TO END ALZHEIMER'S

Adults and children alike are welcome to register for this 2-mile walk. All donations will go to the Alzheimer's Foundation and those who donate over \$100 will receive a free T-shirt! *James Madison Memorial High School, Madison. [actalz.org](http://actalz.org).*

10/13 | 4 p.m.

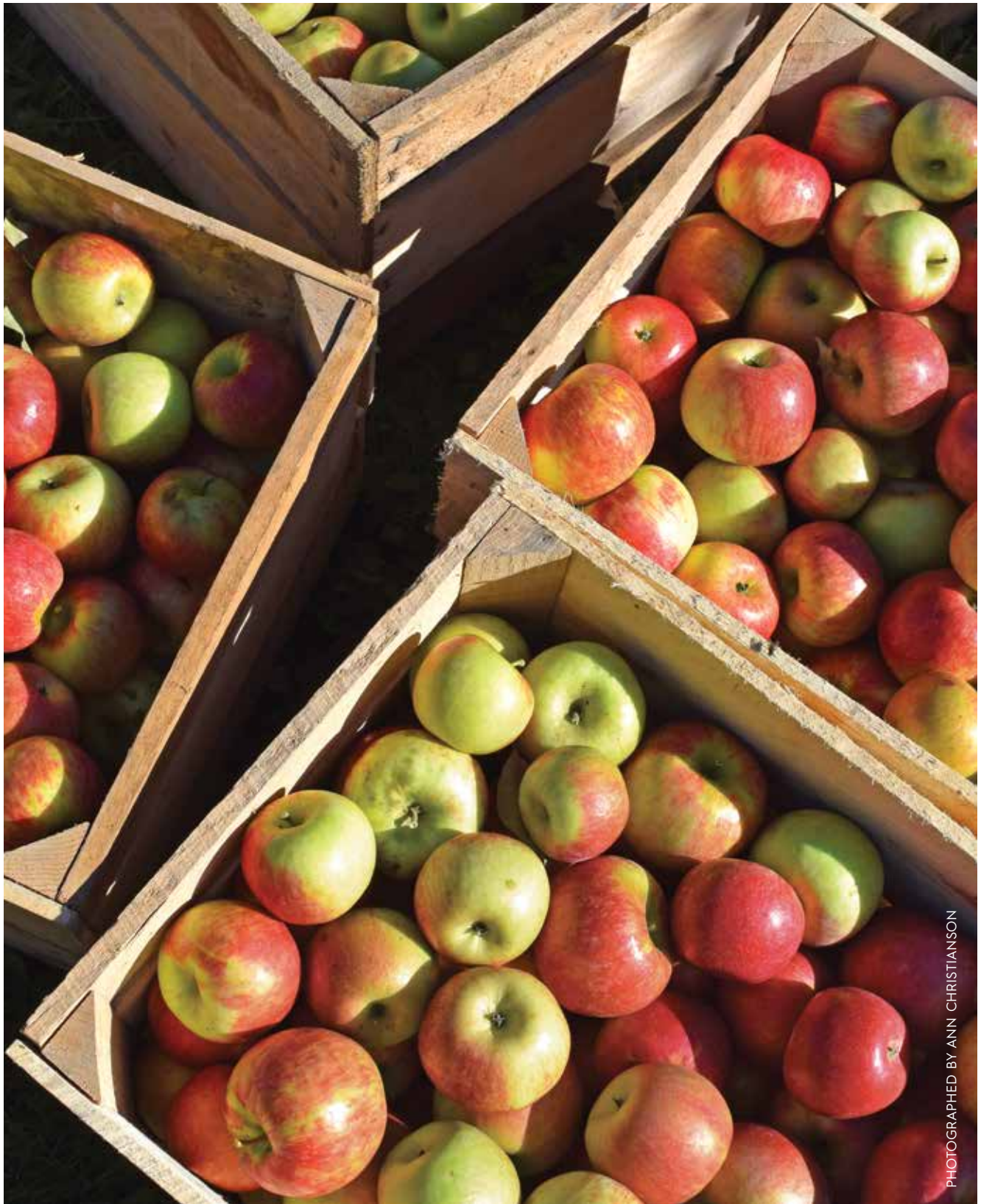
### PICNIC IN THE PARK

Join Event Essentials and the Madison Parks Foundation at this charity dinner to raise money for our city's public spaces. Renowned local chefs, Jonny Hunter of Forequarter and John Gadau and Phillip Hurley of Sardine, will make this an unforgettable night for Madison foodies. *Olbrich Park, Madison. [madisonpicnicinthepark.com](http://madisonpicnicinthepark.com).*

10/18 | 6:30 p.m.

### DRESS FOR DAIS

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



PHOTOGRAPHED BY ANN CHRISTIANSON

**SWEET AND CRISP** | When the air turns crisp, bakers turn to whipping up apple crisps, apple pies, apple fritters, apple cake and myriad other treats crafted from autumn's primary fruit, shown here at Eugster's Farm Market in Stoughton. Whether visiting an orchard, getting lost in a corn maze or picking pumpkins, opportunities abound for celebrating the season. *Turn to JAUNT on P. 58 for family-friendly fall outing ideas.* ✨



BRAVA  
NIGHT OUT

# DESIGN TRICKS AND TREATS

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

- Enjoy complimentary drinks and hors d'oeuvres!
- Visit our various "design stations" to learn a few *tricks* for your own home!
- Live music, and a Halloween photo booth!

Just for stopping in you'll be entered for a chance to win a  
**\$500 Steinhafels Gift Card!**

*Take advantage of  
special Bonus Offers at this event!*

**JOIN US AT OUR  
MADISON EAST SUPERSTORE!**

5215 HIGH CROSSING BLVD MADISON, WI 53718  
OCTOBER 18<sup>TH</sup>, 2018 • 5:30PM - 8PM



DECORATING  
SOLUTIONS  
BY STEINHAFELS



RSVP on our Facebook Page!  
<http://bit.ly/SteinBNO18>



Photo by Shanna Wolf

## ATTENTION TO DETAIL STANDS OUT

"The 2018 Lincoln MKX has an athletic feel and a classy interior that is both comfortable and refined. After my experience I found Lincoln to be authentic and personal"

Alicia Pelton, Founder  
Athletic Leadership Alliance

Discover more at [Lincoln.com](http://Lincoln.com)



2303 W Beltline Hwy Madison, WI 53713