



NOVEMBER 6-8, 2019

APPLICATIONS ARE OPEN AUGUST 16-SEPTEMBER 13, 2019

At this immersive, three-day camp we'll guide six campers as they clearly define their dream, create a strategic plan and address real and perceived obstacles that can keep them from getting started. You can expect dedicated support from some of Madison and Milwaukee's best coaches, mentors and inspirational leaders. And, after camp wraps up, you'll receive ongoing 1:1 coaching with costs covered up to a predetermined limit! There's no better way to jumpstart your dream.

TO LEARN MORE AND ENTER TO WIN A SPOT, PLEASE VISIT AMFAM.COM/DREAMCAMP
Six Dreamers will be selected by a panel of judges and notified by October 9.

We hope to see you at camp!



FREE EVENTS | IN THE HEART OF MADISON | OPEN TO ALL | RSVP BY VISITING: 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



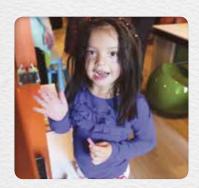








SOFT HEARTS



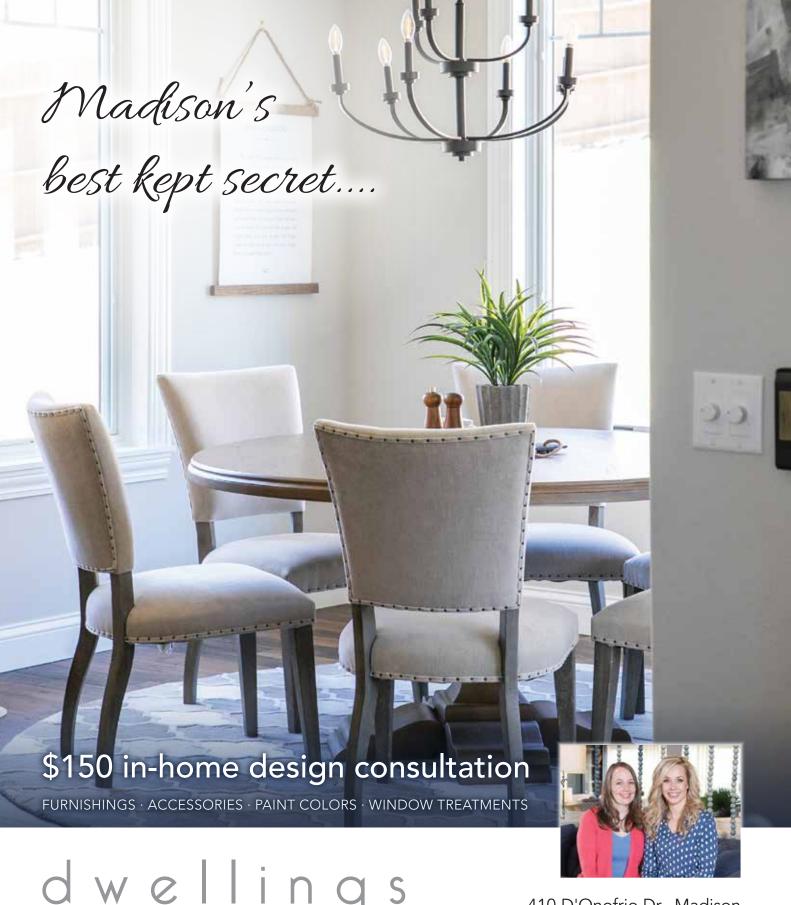
Design for a Difference-Madison 2015: Center for Families 2016: The Rainbow Project 2017: Centro Hispano 2018: East Madison Community Center

2019: Wil-Mar Neighborhood 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.**



5117 VERONA RD | 608 274.2500 | FLOOR360.COM



dwellings

410 D'Onofrio Dr., Madison 608.827.5669 dwellings-furniture.com

Our new store in Fitchburg opens in October! 2924 Hardrock Road

FEATURES



DEPARTMENTS











CONNECT

11 Globes of Fun Enjoy a final summer hurrah at the Willy Street Fair.

12 Engaging Community The latest news, events, discussions and BRAVA promotions you can't live without

14 Perspective Amber Swenor can help you uncover your authentic brand.



16 In Her Shoes Tina Ahedo gives students a welcoming hand at Madison College's new Goodman South Campus.

THRIVE

19 Gender Balance Kurt Runzheimer loves being a stay-at-home dad.

21 Wellbeing Get help buying health insurance.

22 Delve In Stay-at-home dads break the mold.

24 Dwell Home office inspiration; Badger pride décor

GO+DO

67 Taste Bud Tour Otehlia Cassidy leads you on a culinary odyssey.

69 Entrée

Madison Eats Food Tours provide a sense of place.

70 Jaunt

Head to Prairie du Chien for river views and rich history.

75 Catalyst

United Madison gets out positive messages.

IN EVERY **ISSUE**

Relate

10 Contributors

72 Calendar

76 Linger

SPECIAL ADVERTISING SECTIONS

30 Women in **Business Professional Profiles**

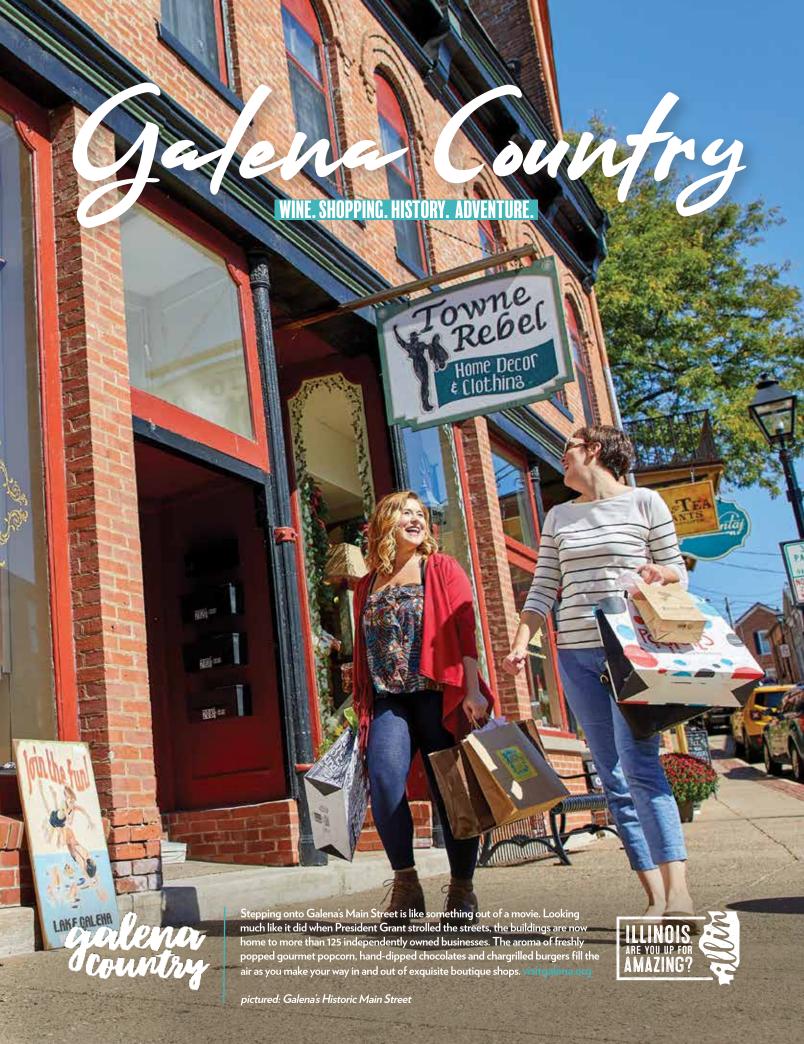
52 Sponsored Content: Back and Joint Health

- 57 BRAVA Bridal Guide
- 68 Dining Guide
- 74 BRAVA Kids

ON THE COVER

Lev Apparel owners Krystle Marks, left, and Abby Felix Winzenried amid some of their fair-trade apparel. Photographed by Hillary Schave at Lev's downtown Madison studio.





WHERE WILL THE MUSIC TAKE YOU?



Season Premiere: The Madison Symphony Orchestra featuring Greg Zelek, Principal Organist

Wagner and Debussy explored tonal sensuality, and Dvořák prayed that his paean to the Czech nation would "move the world" (it did). But Barber's powerful Toccata will move you in Greg Zelek's masterful performance on the Colossal Klais.

John DeMain, Conductor • Greg Zelek, Organ

Wagner Tannhäuser: Overture and Venusberg Music

Barber Toccata Festiva

Debussy Prelude to the Afternoon of a Faun

Dvořák Symphony No. 7

MAJOR SPONSORS: Wisconsin State Journal and Madison.com Diane Ballweg • Carla and Fernando Alvarado • Elaine and Nicholas Mischler

ADDITIONAL SPONSORS: James and Joan Johnston • Skofronick Family Charitable Trust von Briesen & Roper, s.c. • Wisconsin Arts Board with funds from the State of Wisconsin and the National Endowment for the Arts

New subscribers save up to 50% starting at \$60 for 5 concerts! Subscribe: (608) 257-3734 or madisonsymphony.org/19-20

Single tickets on sale now: \$19-\$95 madisonsymphony.org. the Overture Center Box Office or (608) 258-4141



The Choir of Trinity College Cambridge Stephen Layton, Conductor Trinity Organ Scholar, Organ

Wed. 9/11, 7:30 p.m.

Fri. 9/27, 7:30 p.m. Sat. 9/28, 8:00 p.m.

Sun. 9/29, 2:30 p.m.

EXCLUSIVE SPONSOR: Pleasant T. Rowland Foundation and W. Jerome Frautschi Foundation

BUY TICKETS: \$20

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

BUSINESS

PURI ISHER

Barbara Krause bak@ntmediagroup.com

VICE PRESIDENT OF PUBLICATIONS

Becky Peck

bpeck@ntmediagroup.com

EDITORIAL

EDITOR-IN-CHIEF

Marni McEntee marni@bravaenterprises.com

ASSISTANT FOITOR

Julia Richards julia@bravaenterprises.com

ART DIRECTOR

Ann Christianson annc@bravaenterprises.com

GRAPHIC DESIGNER

Jerriann Mullen iem@ntmediagroup.com

EDITORIAL INTERNS

Livia King Addie Radandt Kathryn Wisniewski

SALES

SALES MANAGER

Dena Frisch dena@ntmediagroup.com

SALES EXECUTIVE

Danielle Letenyei danielle@ntmediagroup.com

SALES EXECUTIVE

Svbil Winchel sybil@ntmediagroup.com

ADVERTISING COORDINATOR

Julie Schiller ads@ntmediagroup.com

DIRECTOR OF MARKETING & EVENTS

Ashley Duchemin and@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) September 2019, Volume 20, Number 9, 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. ©2019.





October 3rd 5PM - 7PM The Diny family invites you to celebrate Antwerp and diamonds with a special BRAVA night out. Every year, we travel to Belgium and select the finest hand cut diamonds for our customers. Interested in a dream diamond? Stop by and let us know exactly what you're envisioning and we can hand select one for you in Antwerp.

To celebrate all that is Belgium and diamonds, we'd like to invite everyone to our store for waffles, chocolates and browsing. Even if you're not in the market for an Antwerp diamond, stop by and enjoy great conversation, yummy food and beautiful jewelry.



1903 Cayuga St., Suite 105 Middleton, WI 53562 608.831.3469 dinys.com

Register here: http://bit.ly/dinys-bno

RELATE



ENTERPRISING WOMEN

FOR MANY OF US, the thought of being an entrepreneur is a somewhat romantic notion. There'd be no boss, we'd have great flexibility in our hours (long lunch with friends? Of course!) and we'd be able to infuse our enterprise with our values and fire it with our passion.

In reality, though, running a small business takes a tremendous amount of work and, according to the U.S. Small Business Administration, 50% of small businesses fail within the first year, while 95% fail within the first five years. It's just a tough world out there when you're going it alone.

That's why the entrepreneurs we spotlight in this Women in Business edition are so impressive. Amy Arenz, founder of Concero, and Annemarie Maitri, who conceived Bloom Bake Shop, have long since passed the fiveyear mark at their companies. Krystle Marks and Abby Felix Winzenried are just starting out with their fair-trade clothing company Lev Apparel. But we think they've got the heart to succeed.

In many ways, women who launch businesses in Madison have a lot going for them. According to a recent report by Fit Small Business, Wisconsin ranked ninth in the nation for its desirability and outlook for female entrepreneurs.

And, thanks to an evolving techdriven sector of the economy, more women can get into a paying gig themselves, thanks to branded platforms such as Handy or Uber and by working as on-demand employees. As our story on the gig economy indicates, women benefit in many ways from this burgeoning employment sector.

Now what was I saying about an extended lunch? One of my favorite things to do with the BRAVA team is to take our planning meetings out of the office. (Actually, Bloom is a particularly favorite go-to. You gotta love their sweet potato donuts!) Getting out of the conference room helps get our creative juices flowing and sharing a meal (or a sweet) with colleagues is a great way to develop relationships.

Take a look at some of our favorite local business lunch spots, culled from a callout to BRAVA friends and colleagues, in our "Ladies Who Lunch" feature this month. Bon appetit!

Larne Marni McEntee Editor-in-Chief



SAVE THE DATE | Enjoy the luminescence of fine diamonds while you network, try Belgian waffles and sample chocolate at the BRAVA Night Out on Oct. 3 at Diny's Diamonds. 5 p.m.-7 p.m., 1903 Cayuga St. #105, Middleton. Register at BRAVAmagazine.com.

MONEY SMARTS



MONEY SMARTS

BY KIM SPONEM

How is technology changing banking?

Only a decade ago, people could only access or check on their money by stopping into their bank or credit union a few times a month, calling a contact center, and using an ATM. Back then, monthly statements came in the mail so you could make sure everything balanced in your checking account and transactions matched what you thought they should. Today, technology enables consumers to interact and be in touch with their money every day, several times a day, at any time of day. Monthly statements are available online and account balances can be checked anytime.

Technology has opened up banking to meet you on your terms. You do not need to wait for "banking hours," or even wait in line during office hours. Summit Credit Union's 24/7 free mobile app allows you to check balances, make transfers, pay bills, make loan payments and deposit checks – a few of the most common uses.

Technology gives money management freedom to everyone. Someone with mobility issues, for example, may have difficulty with pen and paper and even keyboards or mobile banking. At Summit, you can use your voice to check your balance or make a transfer. We offer voice banking with an Amazon Alexa-enabled device (like Alexa Echo). Just say "Alexa, ask Summit Credit Union to..." to manage your money.

Technology opens doors for financial education. With technology, Summit has brought a new level of financial wellness and education to consumers. Inside online banking at Summit, you'll find a free money management system, Summit's Climbr. It tracks where your money is going, allows you to set goals and monitors how you're doing so you can check in and adjust anytime from anywhere. It even offers advice for steps you can take to improve your own financial wellness.

We also offer FoolProof™, an online resource to help young adults avoid money mistakes, free to schools and individuals. Students in our Project Teen Money scholarship challenge learn online and create videos about saving, spending and giving to help other teens. Summit's Project Money teams blog about their real-life experiences and lessons with money management so anyone, anywhere can learn with them. Summit leverages technology to open the money conversation and make managing money easier and more fun.

Technology changes the face of banking, too. Summit has Personal Teller Machines (PTM) in several branches and drive ups to help members with everyday banking. With a PTM, you work with a real person in real time, and they appear on a screen. This technology means less waiting as employees are available to help where needed over several locations. Over time, this also saves the credit union money so we can give more back to our owners. Our owners are our customers, which is why we call them members. When your credit union saves money, it's stronger and can give more back to you and your fellow members.

Using technology to stay on top of your accounts, including checking your credit reports and putting controls on those, helps you stay on top of potential fraud. Technology enables you to safely check balances and account activity anytime. See anything suspicious? Call your financial adviser. And technology provides alerts to notify you of suspicious activity.

Technology is changing banking everywhere. Even the game Monopoly™ is going high tech. In new versions, there is no pastel paper money and no debit cards, just a voice banker that lets you know the money you have available and delivers the news of your financial progress. Summit Credit Union takes the guessing game out of financial management, tips and tools and puts you firmly in control of reaching your goals and dreams, while making it more fun.

Kim Sponem is CEO & President, since 2002, of Summit Credit Union, a \$3.5 billion, member-owned financial cooperative with more than 189,000 members. Kim has a passion for empowering people to improve their financial well-being for a richer life.

Ask Kim your money questions at MoneySmarts@SummitCreditUnion.com.



SummitCreditUnion.com

CONTRIBUTORS

WRITERS

HOLLY HENSCHEN

"HOW TO DO BUSINESS IN THE EXPERIENCE ERA," P. 14

Holly is a writer, editor and communications consultant. She writes on arts, culture and business, edits independent books and helps nonprofits tell their stories.

KATY MACEK

"AN EMERGING WORKFORCE," P. 48

Katy is a recent Madison transplant who is enjoying learning about the city through telling its residents' many stories. She enjoys discovering new trails, neighborhoods and cute

EMILY MCCLUHAN

"INNOVATIVE WOMEN," P. 40

Emily doesn't let her full-time job get in the way of writing, paddleboarding, dog-loving, running and exploring everything Madison-and the world-has to offer.

MEGHAN REISTAD

"FIND THE GOOD AND PRAISE IT." P. 75

Meghan is an early riser as an anchor for NBC15's The Morning Show. She loves people and storytelling and cannot imagine a job that better combines the two.

HYWANIA THOMPSON

"THEY'VE GOT YOU COVERED," P. 21; "INNOVATIVE WOMEN," P. 40

Hywania is a copywriter and native of Chicago. She moved to Madison in 2005. She enjoys volunteering, traveling and listening to live

CANDICE WAGENER

"INNOVATIVE WOMEN," P. 40; "CONNECTING THROUGH FOOD," P. 69

Candice loves writing about great food, unique places and inspiring people. A graduate of the UW J-School, she came to Wisconsin from the Chicago area. Follow her on Instagram at candicewagener.

ARTISTS

KAIA CALHOUN

"A WELCOMING HAND," P. 16

Kaia is a portrait photographer (specializing in senior, newborn, family and boudoir photography) and freelance photographer serving the greater Madison area. kaiacalhounphotography.com

HILLARY SCHAVE

"HOW TO DO BUSINESS IN THE EXPERIENCE ERA," P. 14; "INNOVATIVE WOMEN," 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

VALERIE TOBIAS

"CONNECTING THROUGH FOOD," P. 69; "FIND THE GOOD AND PRAISE IT," P. 75

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

SHANNA WOLF

"NOT YOUR TYPICAL STUDY," P. 24; "U RAH, RAH!" P. 28

Shanna is a freelance photographer specializing in portrait, documentary and interior photography. Her style is simple and bright, and she loves storytelling through still photography. sphotographyandstyling.com

To read more about our contributors, visit bravamagazine.com.



CONNECT



GLOBES OF FUN The eclectic funk of the East Side is out in full force at the Willy Street Fair Sept 14-15 on the 900-1000 blocks of Williamson Street Featuring live music, food carts and local vendors, the fair is summer's last hurrah. Sunday's parade starts at 11 a.m. and features unicyclists, stilt walkers and, of course, the bubble mobile. *cwd.org/willy-street-fair*

BRAVA EVENTS



9/18 8 a.m. - 12 p.m.

BRAVA THRIVE CAREER WORKSHOP

It's the digital age, and BRAVA's next Thrive Career Workshop speaker Amber Swenor will tell you how to make the most of its possibilities to market your business or yourself. Swenor, founder of Strategic Partners Marketing, will present "Adapt Marketing for the Experience Era," reflecting the expectation by customers to have online interaction with brands. As Swenor says, "Your brand needs to stand for something, evoke emotion and take the customer on a journey." She'll walk you through the steps at this valuable, interactive workshop. Promega BTC Center, Fitchburg. Register at BRAVAmagazine.com.

ON THE WEB



Don't miss these stories at BRAVAmagazine.com!

- What's pink, makes a lot of noise, and doesn't fly? The Flock! We'll give you an inside look at these flamingo-bearing supporters for the Forward Madison football club at a party and parade to a club soccer game.
- · Make summer last with a paddling adventure on the Sugar River. All ages can participate on a trip down this scenic and wildlife-filled waterway. We give you the details you need to get started.
- Like the idea of composting, but not the effort it takes to do it right? Read about Earth Stew, a local service that will pick up your food scraps and return quality compost back to you.

FOLLOW US









@bravamagazine

BRAVA-SPONSORED EVENTS



9/13 7 p.m. - 12 a.m.

RHUMBA FOR RAINBOW

Practice your salsa moves at the Rainbow Project's annual fundraiser, Rhumba for Rainbow. Watch celebrity contestants and professional dancers perform, participate in a silent auction and try for a best-dressed award. Proceeds benefit the Rainbow Project's work to prevent child abuse and end domestic violence. Varsity Hall at Union South, 1308 W. Dayton St., Madison. Details at therainbowproject.net.

9/29 9 a.m. - 12:30 p.m.

JAVA JIVE

Java Jive is the Rape Crisis Center's signature fundraising event of the year. The morning features brunch, live music, a silent auction and a raffle, along with delicious coffees from all around Madison! Funds raised from this event help provide free services for women, men and children affected by sexual assault. The Brink Lounge, 701 E. Washington Ave., Madison. Register at thercc.org.

10/3 5 - 7 p.m.

DINY'S DIAMONDS BRAVA NIGHT OUT

To celebrate all that is Belgium and diamonds, the Diny family invites everyone to their store for Belgian food, chocolates and browsing. Every year, they travel to Belgium and select the finest hand cut diamonds for their customers. Interested in a dream diamond? Stop by and tell them exactly what you're envisioning so they can hand select one for you in Antwerp; any shape, size and budget! Even if you're not yet in the market for an Antwerp diamond, stop by and enjoy great conversation, yummy food and beautiful jewelry! 1903 Cayuga St., Middleton. Details at BRAVAmagazine.com.

THANKS TO OUR DIGITAL PARTNERS























Two lucky winners will be picked from the audience on each day of the event. Winners will be announced at 11 a.m. and must be available for makeover on day of show.



NOVEMBER 23 & 24

10 A.M. - 4 P.M. ALLIANT ENERGY CENTER

MadisonWomensWeekend.com

DOOR TICKETS \$10 - ONLINE TICKETS \$7

Explore, Engage, Experience...Enjoy!

- · Beauty Makeovers
- · Pampering Experiences
- Fashion Shows
- · Boutique Shopping
- Live Entertainment
- Inspiring Demonstrations
- Fun Crafts

Thanks to our Sponsors:























CONNECT | PERSPECTIVE

ered my strength in strategic thinking and ability to help businesses uncover their truth and then market it effectively," she says.

Swenor says nearly 60% of consumers are willing to pay more for a better experience.

Part of the reason millennials demand authenticity from the companies and people they do business with is because many experiences are 100% online with no face-toface interaction.

Raised in the era of social media, millennials can demand accountability from brands on issues from product quality to environmental consciousness. The best brands, Swenor says, showcase their values through a consistent brand experience from marketing to post-sale communication.

After digging deep into core client values, SPM uses the findings to implement brand strategy. The firm's expertise is in comprehensive marketing from media strategy and buying. Working within those established brand values, Swenor and her team use media like Google and Facebook to market, share targeted content and build online "funnels" that attract potential clients and guide their customer journey.

Alison Helland, a business, tax and estate planning attorney at Boardman Clark in Madison, worked with Swenor to hone her brand. Swenor encouraged Helland be visible in more spaces with the clients she wanted to reach-professional women, like herself.

"A lot of times, marketing gets commodified. Amber really takes it as a personal process," Helland says. "She absolutely practices what she preaches and she also understands and appreciates that everybody's journey is going to be a little different"

Swenor thrives on helping clients pinpoint weaknesses in their customer experience strategy and building from there.

"No matter where that gap is, I give you some takeaways that you can start implementing," she says. "Is the gap in the story and in the brand? Is that gap in the outbound marketing? Is the gap in the sales process? They all are part of marketing in the Experience Era." 🎕

Don't miss Amber Swenor's BRAVA $THRIVE\ Career\ Workshop\ presentation$ "Adapt Marketing for the Experience Era," Sept. 18 at the Fitchburg BTC Center. Register at BRAVAmagazine.com.



"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

The Urban Cabaret 2019







Don't miss The Urban Cabaret 2019, Madison's most unique and dynamic fundraising event. Each year, the Urban Cabaret has captivated its audience with an eclectic mix of local performers that has included artists, dancers, aerialists, instrumentalists, magicians, poets and so much more. We will also recognize the 2019 Whitney M. Young, Jr. Equal Opportunity and 2019 President's awardees. Tickets and table sponsorships are tax deductible, and go directly to support education, employment, and empowerment programs that benefit members of our community.



Friday, October 11, 2019 6:00 to 9:00 PM Monona Terrace, One John Nolen Drive, Madison urbancabaret.org





JOHNSONBANK.COM

BANKING WEALTH INSURANCE

CONNECT IN HER SHOES

A WELCOMING HAND

Tina Ahedo leads Madison College's South campus into a new era

BY JULIA RICHARDS

THE NEW GOODMAN South campus of Madison College is Dean Tina Ahedo's baby. A few weeks before being allowed into the new building she spoke with excitement and affection for the new space that with its opening this month makes all the labor pains of planning and moving worth it.

This is not to say that it is her baby alone. Far from it. "This is probably the most collaborative project I've ever worked on...and it's just been utterly gratifying," Ahedo says. She notes that the community stepped up to fund the new building, which didn't depend on tax dollars from a referendum.

Ahedo, who is warm and personable, created a near family-like staff at the campus' previous location in the Villager Mall on South Park Street, and she's seeking to carry that friendly environment over to the new building, which is over six times larger.

"I love my staff," Ahedo says. "The skills that these folks bring to the table and their desire to help students and faculty and their colleagues is both edifying and humbling," she says.

Ahedo has been with Madison College for 16 years, and dean of the South Campus since November 2018. College president Jack Daniels III says of Ahedo, "I've seen her really grow." He has placed her in the lead of the campus' transition knowing, "she has a clear vision of where she would like something to go."

Ahedo, who is Mexican, grew up in Cedar Rapids, Iowa, where there were few other Latino families. "I never quite felt from here, and I never quite felt Mexican enough," she says. She soon realized language was the tie that could connect her to her heritage, and she studied



CONNECT | IN HER SHOES

Spanish from middle school through university at UW-Madison.

Later, while working at the UW School of Social Work she wasn't using her Spanish and felt it slipping away. "That's really what drew me to the college, was the opportunity to use my language skills and serve people who needed the services," Ahedo says.

"She understands the needs of folks of color and the needs of people who are economically disadvantaged," says Daniels.

Ahedo has watched the South campus grow from a few English as a Second Language and computer classes to 14 programs in health care, early childhood education and entrepreneurship, among others. The campus is open seven days a week and offers many classes during evenings and weekends to accommodate working students.

The campus also provides counselors, advisers, a student achievement center, a library, career center and financial aid office. And it has a community services office where students can get assistance from outside organizations, such as Joining Forces for Families, Dane County Human Services and the Rape Crisis Center.

Located right next to the Beltline and Madison Metro's south transfer point, the Goodman South campus is accessible, particularly to the high-poverty, highneed neighborhoods on either side of it. "We're going to transform lives," says Ahedo. "And we're going to provide an opportunity for people who normally wouldn't access education."

She says the college takes seriously its role in developing the workforce and hopes the new campus will expand its reach. "In my mind we'll have fulfilled those hopes, that vision, when we can say that we've had an impact on the number of people participating in our workforce and being able to have maybe just one job, instead of two or three." 🎕



SSM Health at Home

Trusted care that travels from our home to yours.



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

To learn more about how we can be there for you, please call 800-924-2273 or visit ssmhealthathomeWl.com.





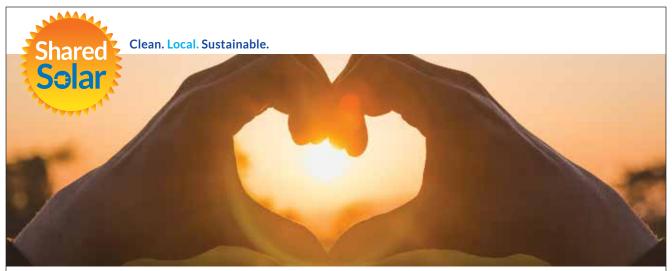
La Lingerie is Madison's appointment based foundation fit house catering to women of all shapes and sizes. Sizes 28-50 for bands, A-O for cups are available in store with more sizes available by

special order. In addition to everyday bras, we also carry nursing, strapless, & sports bras, Swimwear and sleenwear available in sizes XS-4X year round!



Call or book an appointment online. In the Historic Train Depot Building. 640 W Washington Ave, Ste 201, Madison, WI 53703

(608) 630-9294 www.lalingerieshop.com



Go green.

Power your home or business with solar energy from Madison Gas and Electric.

MGE is planning a new Shared Solar installation at Morey Field in Middleton. Join the program to get locally generated solar energy for your home or business. It's easy, affordable, and it helps grow renewable energy in our community.

Shared Solar—Make it your energy.



Visit energy 2030 together.com/Shared Solar to learn how to participate.

GS3291 4/9/2019

willy street coop

- EAST: 1221 Williamson St., Madison
- NORTH: 2817 N Sherman Ave., Madison
- WEST: 6825 University Ave., Middleton

SEPTEMBER IS

Eat Local Month







Organic Heirloom Tomatoes From Wisconsin Rndm wt • Owners save \$2.50/lb

Willy Street Co-op Owners:

Save up to \$50 from Owner Rewards sales on local products in the first two weeks of September! Check the September newsletter, in-store flyers, or willystreet.coop/owner-rewards.



Greenbush **Donuts** 6-pk, Rabbi, Fritter Owners save \$2.00/ea

99/ea



Not a member? Not a problem!

Become one today for \$10 and start getting the benefits of Co-op Ownership. Join online or at any of our three locations.



BelGioioso Fresh Mozzarella

Ciliegine, Ovoline, Pearls Owners save \$2.00/ea

All sales above 9/2/19 - 9/8/19.

All Specials Subject to Availability. Sales Quantities Limited. Produce sales subject to change based on

www.willystreet.coop

Watch for more Owner-only sales each week in September!

THRIVE



ASK THE EXPERT



ADDRESSING SUBSTANCE ABUSE

ASK HOPE HAVEN RESIDENTIAL TREATMENT PROFESSIONALS



How do I know if someone I care for has an addiction to drugs or alcohol?

There are certain behaviors you may notice, such as the person spending more time using a substance and consuming more of the substance than they used to, missing important life events due to substance use, and/or stopping doing things they used to enjoy. Many people with addictions become very isolated, losing contact with family, friends and spirituality.



How can I tell if they are out of control with their use of a substance?

A person who has become addicted to substances will start experiencing negative consequences to their behavior. They may lose jobs, drop out of school, encounter legal issues (OWI), develop health problems or have health problems worsen, or stop doing other meaningful activities. Oftentimes, relationships with significant others become problematic, as well.



CATHOLIC CHARITIES MADISON

North Bay Lodge Residential Treatment Facility 3602 Memorial Dr. Madison, WI 53704 608-251-8881 hopehavenhelps.org

New Facility Opening in February 2020 Located on Olin Avenue, off Park Street

What is the first step to helping a loved one with an addiction?

The first step is to recognize that you are powerless over your loved one's addiction and to stop enabling them. Enabling includes overlooking bad behavior, making excuses and preventing them from experiencing the consequences of the addiction. Al-Anon calls this "detaching with love". Then, encourage them to seek treatment. There are many different options for treatment.



Everyone is talking about opioids; what is an opioid?

An opioid is a drug made from the juice of the opium poppy. Opioids have been around for centuries and are useful medicines in treating pain. However, because they mimic the naturally-occurring brain chemicals that block pain, they are also highly addictive. Examples of opioids include the illegal drug heroin, synthetic opioids such as fentanyl, and pain relievers available legally by prescription, such as oxycodone (OxyContin), hydrocodone (Vicodin), codeine, morphine and many others.



When looking for a treatment program, what should the program include?

Each person entering treatment has different needs, so the treatment plan needs to be individualized. Effective behavioral individual and group therapy to address the person's mental and emotional problems, as well as the effects of addiction on their interpersonal functioning, is essential to building the foundation for long-term recovery. Treatment must address the many needs of the person like housing, aftercare and finances.



Tell me how Hope Haven helps prepare a client for sober living?

We give clients the coping skills they need to achieve and maintain long-term abstinence from addictive substances. We assist people in building support networks to support their ongoing journey to recovery and provide case management, which connects people to housing resources, food, transportation, employment and medical and mental health services.



How is Hope Haven addressing the rise in alcoholism and the opioid crisis in Southern Wisconsin?

Currently, Our Family Matters program provides education on the disease of addiction and family therapy for the family and others involved in the person with addiction's life. It is intended to widen the circle of support for those seeking recovery from addiction. As an adjunct to traditional individual and group counseling, we offer unique therapies such as pet-assisted therapy, art therapy and healing yoga.

Coming in early 2020, we are opening a new state of the art facility which will address the demand to accommodate more adults given the opioid epidemic and surge in alcohol consumption. This modern 20-bed center is being built on Olin Avenue, off Park Street. The facility will allow us to expand our focus to whole health wellness including fitness, nutrition and therapeutic horticulture.

Mary Haberman-Laesch, MSSW is a certified independent social worker. As the Director of Hope Haven, she provides clinical supervision and support to staff and clients.

Heidi N. Crider, SAC-IT, Certified Recovery Coach, Certified Peer Support Specialist, is the Intake Coordinator.

Laurie L. Duraney, LCSW, (Licensed Clinical Social Worker) with Substance Abuse Authorization, has a B.S. in Social Work and a M.S. in Social Work. She is the Clinical Supervisor.

Mary K. Curtin is a primary counselor with a M.S. in Counseling Psychology and holds LPC-IT and SAC-IT licenses.

THEY'VE GOT YOU COVERED





FOR THOSE WHO can't get health insurance through an employer, figuring it all out—where to start, which provider to pick, which plan is best for you and your family, and the cost of it all—can be daunting. Covering Wisconsin, a free service which employs 'navigators' to guide folks through the process, is here to help. They provide health insurance literacy to educate the public on the complexity of this headache-inducing necessity.

"When you start to take into account health insurance vocabulary and health insurance ideas, problems and things like that, there's a huge need for greater understanding," says Adam VanSpankeren, lead navigator for Covering Wisconsin's southwest region.

Those seeking health insurance may be in between jobs, business owners, someone who lost their BadgerCare due to an income increase, or contract or freelance workers. A navigator walks you through an application for BadgerCare or an application on the Affordable Care Act marketplace, at healthcare.gov. Then they go over the options and you pick a plan. Navigators are often asked to pick one for the consumer, says VanSpankeren, but they don't. "We go through the plans until they get all their questions answered and they can feel good about the one they're picking," he says.

The help doesn't end there. Navigators continue to provide any assistance needed, even after consumers are covered.

They can answer questions about changes to insurance, technical problems or even confusing bills.

While business owner Jenny Larsen of Catered Cocktails LLC didn't use a navigator to help her find the best option on the marketplace, she did find it helps to reach out to others. "There are many local organizations available to small-business owners that offer assistance, advice or referrals related to the issues we face as owners of small companies," says Larsen. "Network and talk to other business owners, your friends, family and visit the healthcare.gov website to see what's available."

Thanks to federal grants and financial support from many partners, Covering Wisconsin is able to keep services free for the public, which VanSpankeren says gives people peace of mind. "People call us; they're completely overwhelmed and baffled and we take everything and break it down and we solve those problems," he says. "I go home feeling pretty darn good at the end of the day."

Covering Wisconsin also subcontracts with organizations like Centro Hispano, Rebalanced-Life Wellness Association and The Foundation for Black Women's Wellness, to reach diverse communities.

If you're looking to find a health insurance plan for 2020, open enrollment for the marketplace is happening Nov. 1 through Dec. 15 of this year. Covering Wisconsin navigators are waiting to help.

covering wi.org



A FATHER'S CARE

When dad stays home with the kids

BY KATY MACEK

KURT RUNZHEIMER SAYS that staying at home with the kids for the last 17 years was the best decision he and his wife could have made for their family.

"There are always challenges and difficulties, day-to-day stuff keeping all of the balls in the air, but at the big level, I love it," says Runzheimer, of Madison. "We wanted to have a family because we love family, and it seemed logical for me not to have to work."

Runzheimer's wife, Rita, is a full-time art teacher, so he says from a financial standpoint it made sense for him-a part-time yoga teacher and beekeeper-to be the one to stay home.

The Runzheimers are among roughly 18 percent of parents in the U.S. who participate in stay-at-home parenting,

according to a 2018 Pew Research Center study. Fathers made up 17% of stay-at-home parents in 2016, up from 10% in 1989.

When his children were in elementary school, Runzheimer recalls being one of the few dads in the room at preschool pickup or children's programs. However, he says the moms he interacted with were always inviting and supportive.

"They were like, 'hey, it's really wonderful you're able to do that,"" Runzheimer says. "I didn't see a lot of other dads eagerly going out and making opportunities to be there."

But he was never without a job completely. Since before his kids were born, he has been teaching yoga classes 10-12 hours a week.

"I don't know what kind of job I would have had to pay for child care, but we didn't look at it from that standpoint," he says. "We were thankful I could be home and working a little bit"

He didn't do it alone though. To continue his yoga teaching, Runzheimer says the couple sought help from close family members and friends to fill in for him. His wife's parents would care for the kids on Thursdays so Runzheimer could teach yoga classes all day. And one morning a week, a neighbor would tend their son.

According to the National At-Home Dad Network, 32 percent of married fathers are "a regular source of care for their children under age 15."

Another local dad is Kurt Yager, who was a stay-at-home father to his two daughters, now 16 and 14. Yager began working full time last year but says being at home for his girls was a priority because his mother did the same for him.

He and his wife, Charlene, came to the decision because she was a fulltime attorney. But, he adds, he thinks his personality better suited full-time parenting.

Yager didn't work at all while his children were young. He recalls going to parties with his wife, when the inevitable, "What do you do?" question would come up.

THRIVE DELVE IN



"If you were talking to a guy, a lot of times it typically was a blank stare and that was the end of the conversation," Yager recalls with a laugh. "Some people would say, that's great, you can just watch SportsCenter all day!""

He lightened the mood with jokes of his own, coming up with different titles for his job. Still, he owned it, so much so that when he started a part-time athome business, Home Daddy Creations LLC, making portable clothes racks, he made it part of the title.

Of course, there were moments of doubt, but in retrospect it was worth it.

"She was grateful I was home because she didn't have to worry about taking off work if the kids were sick or juggling their schedules," he says of his wife.

While stereotypes continue to exist, both Yager and Runzheimer have observed stay-at-home dads becoming more common.

Now that his kids are older, Runzheimer thinks he sees more dads waiting for their children at school pickups or being more involved in the neighborhood.

He encourages any families who are considering the at-home dad approach to go for it, regardless of any doubts or fears about stereotypes.

"It's easy to think you could be helping your career, and here you are at home just trying to get the snow suit on without them throwing their hat off for the 20th time," Runzheimer says. "You might want to pull your hair out sometimes, but those are important challenges because that's how kids learn and grow. It's just as important as any job you could be doing." 🎕

Racial Justice Summit TRANSFORMING OUR FUTURE



October 15 & 16, 2019 Monona Terrace

Join us and connect with the legacies of resilience. resistance and co-liberation of individuals and communities throughout history. Co-inspiration and learning

from the past are critical as we re-imagine our lives and communities from this present-forward.

REGISTER AT ywcamadison.org/ racial-justice-summit FINAL REGISTRATION DEADLINE OCTOBER 3

eliminating racism empowering women

Madison



NOT YOUR TYPICAL STUDY

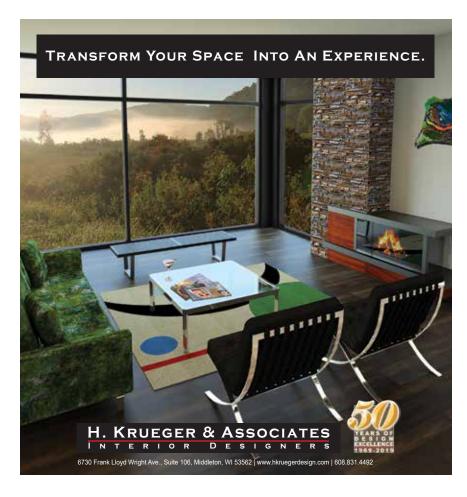
BY MARNI MCENTEE

PHOTOGRAPHED BY SHANNA WOLF

WHEN KATIE Butman and her husband brainstormed about what their home office would be, they decided to create a "Time-Out Room where the adult children can go when they are getting out of line," Butman jokes. "The name just stuck."

The bright room in the Middleton home has indeed become something for everyone. "It gets constant and continual use; our adult children actually do use it for a time-out space," closing both sets of French doors to work, says Butman.

(continued on P. 26)





HANDCRAFTED HOMES, LIFELONG RELATIONSHIPS



As a preferred custom home builder in the Madison and Milwaukee markets, and the Metropolitan Builders Association's 2018 Builder of the Year, we take heart in delivering handcrafted homes that embody the beautiful surroundings of the communities we build in. Our team's

passion ensures that each home is built with extraordinary care, and each promise is delivered. Our Customer Care Process ensures that when we deliver the keys to the new home, we leave a lifelong friend. follow us on:

Visit our TWO 2019 MABA Parade Homes in Middleton & Waunakee!

BUILDING QUALITY CUSTOM HOMES IN WISCONSIN SINCE 2003

ACCREDITED A+

SEARCH FOR YOUR DREAM HOME AT VictoryHomesofWisconsin.com OR CALL 608-733-1115





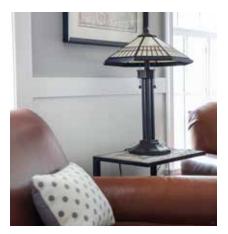
THRIVE | DWELL













It's also a warm nook where family members can retreat for private conversations, and a playroom for board and card games with the grandkids.

The home was built in 2017 by RT Thomas Design and Construction in a project led by Tom Noonan. Laurie Lodholz at Laurie Driscoll Interiors conceived the shelf storage nooks, the window seat and using the family kitchen table as a desk.

Butman says the couple met with a number of builders and designers before they hired Noonan and Lodholz. "If you aren't looking forward to endless meetings and phone calls, you aren't working with the right people." 🎕





It's not too early to start thinking about getting those drafty windows covered with insulating cellular shades! Stop in to see our huge selection.

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





Discover The Pella Difference.

Pella focuses on quality products and customer service, with local insight to guarantee you have a great experience with amazing results.



Pella Windows & Doors of Wisconsin

PellaWI.com/Brava | 2604 Todd Dr, Madison | 262-783-6600 | 100 0 0 0



Odana Antique Mall.

THRIVE DWELL

U RAH, RAH!

THE AIR will be getting crisp soon, and football season is upon us. It just takes an accessory or two in Badger red to give your space some team spirit for Game Day. And there's plenty of Bucky paraphernalia to be had in this football town! 🎕











(Clockwise, from top): Plaid Merino Wool Blanket, \$189; Pendleton, Madison. College Ave Team Street Sign, \$45; Bucky's Locker Room. Local Artisan Madison Skyline, \$390; Red Barn Company. Catstudio Wisconsin Badger Pillow, \$160; University Book Store. Drink Local Pint Glass, \$13; Red Barn Company Store. Wisconsin Badgers Marlin Classic Sign, \$150; Bucky's Locker Room. (Center): Cork Coaster, \$5; Red Barn Company Store.







More than Just Mortgages



CAPITOL BANK

710 N. High Point Road (608) 836-1616 CapitolBank.com With many different services available to Greater Dane County professionals, Capitol Bank is a refreshing "one stop shop" that delivers for your personal and business financial needs.

- Amy Gile-Enge and Cori Femrite offer mortgage products with competitive rates and consultative service. It's a personal touch you may not get elsewhere.
- Anne Conlin is a relationship banker who prides herself on high-touch service for her customers' deposit needs. She's driven by making the banking experience tailored and efficient for her clients.
- Wendy Jirsa is the bank manager in Verona. Wendy strives to provide the service our customers not only expect but deserve by focusing on retail and business banking with a personal touch and a familiar friendly face.
- Kari Harpold partners with local business owners on their cash management needs. She's worked with many Dane County area businesses, ensuring expertise in this market.

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







Leading with Value and Opportunity **Delivers Exponential Results!**





EXP REALTY LLC

Jo Ferraro Ferraro Real Estate Team 608.445.2287 Requests@SoldinMadison.com SoldinMadison.com

Jo Ferraro and her team continue to outpace and win in the real estate market by providing added value and leveraged opportunity to their clients! Jo is endorsed by Barbara Corcoran, the real estate mogul on Shark Tank and says it's an amazing honor and she is very grateful to have Barbara's wisdom and guidance in helping deliver the best experience for their clients! "My motto is to persist with exception, lead with value and honesty, be grateful and always stay humble," states Jo. She is excited to have recently expanded and opened offices in McFarland and Waunakee, and is working on opening another beautiful location at a new Stoughton business center next year! The Ferraro Real Estate Team has become the number one, full service team in South Central Wisconsin by creating an amazing culture and leading with their team's core values to provide exponential results for their clients!

5 Star Client Review "We couldn't be more happy with our entire experience of buying and selling with Jo and her entire team! She and her team treat you more like family instead of just a client. We would only use Jo and her team in the future and highly recommend them to everyone we know!" —Tim B. & Julie M.



A Focus on Finance



BOARDMAN CLARK

1 S. Pinckney St., Ste 410 Madison, WI 53703 608.257.9521 boardmanclark.com

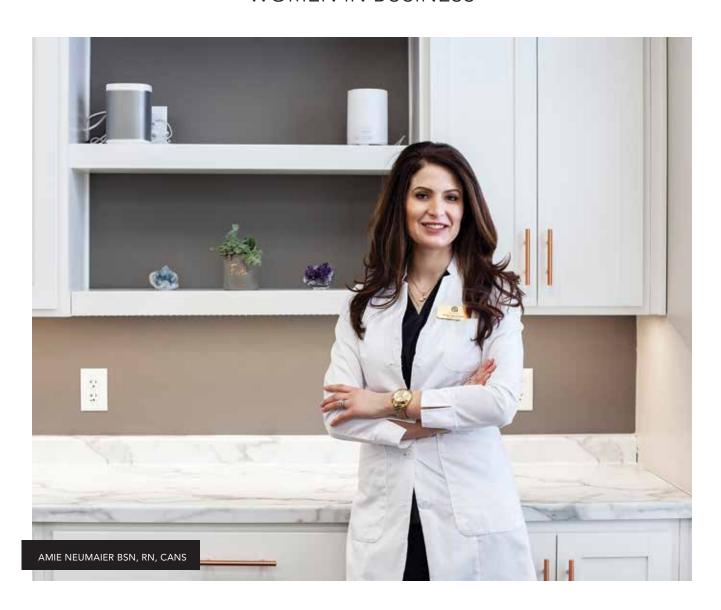
At the age of eight, Julie McDermott realized she loved math. Now, as the Accounting Manager for Boardman Clark, Julie gets to live her passion.

Julie's main role at this Madison law firm is to keep the accounting department running smoothly. She oversees a small but mighty team of four employees, who, together, handle an impressive range of critical tasks for the firm, including receiving payments, billing clients, balancing accounts, and working hand-in-hand with the firm's 68 attorneys. Julie works hard to treat the attorneys like they are her clients, so that they, in turn, can focus on serving their clients.

Julie's career was built around finance, including spending 20 years in the field of banking. Her experiences as a credit analyst and in a lending support role prepared her for her role as Accounting Manager.

Apart from becoming the Accounting Manager at Boardman Clark, Julie's greatest accomplishment is finishing her bachelor's degree while working full time and raising three children.

When she's not crunching the numbers, she's playing with her two dachshunds and watching her three children grow and flourish. Two of her kids are close to graduating high school and are looking at colleges, while her oldest is already pursuing a career in nutrition.



Who's the Experience Behind Your Face?



ANEU MED SPA

4717 Dale Curtin Drive McFarland, WI 53558 608.838.1772 aneumedspa.com

Amie Neumaier is the founder and clinic director for ANEU Med Spa. She dedicated her entire career to the art and expertise of this specialized niche of medicine. After eight years of working in the industry, she had the entrepreneurial opportunity to open her own practice in 2018, propelling the practice to Platinum status within Allergan in less than 18 months! Amie is certified by the International Society of Plastic Surgical Nurses. Amie has achieved the distinction as a Certified Aesthetic Nurse Specialist and is the only one in the Madison and greater Dane County Area!

Amie is a GAIN faculty member and regional trainer for Galderma, the manufacturer for Dysport, Restylane and Sculptra. Her passion is for continuing education to always be at the foremost of innovative technology and science in aesthetic medicine.

Her particular focus within aesthetic medicine is in the realm of injectables and deep laser resurfacing. Dermal fillers are another specialized niche where her master artistry skills are able to shine through with superior anatomy knowledge, advanced dexterity and ease with all fillers. Honest advice about realistic results that enhance your natural beauty is her primary goal with her patient's aesthetic needs.











Hassle-Free Kitchen Updates



KITCHEN TUNE-UP **MADISON WEST**

Tracey Conner, Owner 608.616.9766 tconner@kitchentuneup.com kitchentuneup.com

When it comes to making a change in your kitchen, at Kitchen Tune-Up we understand that it's your home and your budget. We encourage cabinet refacing and redooring whenever possible. This is a great way to reduce your expenses, while giving you a fabulous new look. Doors and drawer fronts can wear down faster than the frames, so it's not always necessary, although an option, to install new custom cabinets. With cabinet redooring and refacing, you can choose from multiple styles and colors that enhance your project, and make you feel comfortable and proud of your new kitchen. Redooring can be completed in as little as two days, and refacing in as few as three. However, most clients choose to add, or change some of their cabinets and accessories, for example: rollout trays, trash/recycling centers and pullout spice racks. This enhances the functionality of their kitchen. And, most choose to add new countertops and a complementary backsplash too.

Call for your free consultation, so that we can get your update started!



Behind the Success of this Unique Business...is Family



DON'S HOME FURNITURE

2121 West Beltline Hwy Madison, WI 53713 608.222.3545 DonsHomeFurniture.com

At Don's Home Furniture, their mission is to offer their customers quality-built, generational furniture at reasonable prices. All of their furniture is made in the USA because they believe that if you are an American company, you should sell American products, whenever possible. In fact, the majority of their furniture comes exclusively from true Amish craftsmen building quality hardwood furniture the way it should be made, one piece at a time.

First-time shoppers are often surprised to find that, for close to what you would pay at a big-box store, you can invest in a handcrafted quality-built piece from Don's Home Furniture that will last for generations. With over 20,000 square feet of furniture and accessories to choose from, Don's Home Furniture has become one of the largest Amish furniture stores in the country.

Don's Home Furniture is a family-owned business started by Pat Derer and Don Kotlowski in 1986. In 1993, their daughter, Tina Neupert (with co-owner Blaine Neupert), purchased the business and is now its vice president. In addition to working with customers and staff, Tina meticulously selects the store's accessories, keeping an eye on current and upcoming trends.



Meet the Team of Women Poised to Help You Feel and Look Your Best



LASTING SKINSOLUTIONS

2981 Yarmouth Greenway Dr. Fitchburg, WI 53711 608.661.0000 lastingskinsolutions.com

At Lasting SkinSolutions, we believe that being able to feel great about the way you look also allows you to feel great about who you are. Those imperfections that distract us in the mirror can be an obstacle to feeling good about ourselves. We are committed to allowing you the space to discuss your insecurities. Our passion is to find solutions to your concerns and allow you to be the best you can be.

Lasting SkinSolutions will guide you through the process of making a long term investment in your skin. Whether you have acne scars, blemishes, sun damage or are just looking to breathe new life into aging skin, the medical professionals at Lasting SkinSolutions are here to help.

With our non-invasive skin rejuvenation procedures, everyone will notice but no one will know. To schedule a complimentary consultation and learn how we can help you feel empowered to project your best self, visit us at lastingskinsolutions.com.



(FROM LEFT TO RIGHT): DR. BETH WAGNER, DR. CATE BRUMM, DR. JESSICA MELBY, DR. REBECCA WEIGHTMAN, DR. MEGAN ABELL, DR. LINDSAY ROZENDAAL, DR. AUDRA LONG

Confident Smiles From Caring Professionals

At Dental Health Associates of Madison (DHA) it is our mission to provide the highest quality compassionate care. DHA is a patient-centered, fullservice dental practice with dozens of doctors throughout Madison. In addition to general and family dentistry, we also have experts in orthodontics, periodontics, implant services, endodontics and cosmetic dentistry. Going to the dentist isn't everyone's favorite pastime, but we strive to make each patient feel comfortable in a stress-and-judgment-free environment. Our team of doctors work together to provide a complete plan that

best benefits each patient. We feel that by improving our patients' dental health and appearance, we're also helping them build confidence and overall well-being. The compassion that our doctors and staff have for this community extends beyond the clinic walls. As an organization, we support over two dozen different groups in the Madison area. We care about our community and those that we share it with.

DENTAL HEALTH ASSOCIATES OF MADISON

608.284.5400 dhamadison.com info@dhamadison.com





It's Time...

For most women, law enforcement isn't a career that comes to mind when they think about their future goals. It's time to change that way of thinking. It's time for women to step forward. It's time to find out what a career in law enforcement can offer.

Consider joining the ranks of the Dane County Sheriff's Office where you can have a fulfilling career and make a difference in your community. The Sheriff's Office offers a competitive salary, excellent benefits, educational incentives and an array of opportunities. For more information on employment opportunities, please visit: teamdane.com or contact the DCSO Recruiter, Juan Bowers at bowers.juan@danesheriff.com.



DANE COUNTY SHERIFF'S OFFICE

115 West Doty Street Madison, WI 53703 teamdane.com danesheriff.com



The Droster Team: Helping Clients Thrive and Communities Prosper

We believe in making our communities better through volunteerism and investing for change. We proudly support many organizations, including:

Children's Theater of Madison Dane County Humane Society Devil's Head Ski Patrol Edgewood College Friends of Middleton Public Library Girl Scouts of Badgerland Wisconsin Keep Wisconsin Warm Fund Overture Center for the Arts

Salvation Army Dane County School Supplies for Kids Second Harvest Foodbank The Business Forum The Ronald McDonald House Tri 4 Schools Wisconsin Public Radio YWCA of Madison

THE DROSTER TEAM RBC WEALTH MANAGEMENT

10 East Doty St, #1000, Madison, WI 53703 608.252.7500 thedrosterteam.com





Healing Through Horses

Dr. Stacey Bean has worked in the health and wellness industry for over 30 years as a physician, a fitness instructor, a nutrition expert and a gestaltist. She has a passion for empowering individuals to experience their health and their lives in a transformed way.

At Indigo Trails, Dr. Stacey partners with her horses in her work of helping humans heal. Through the unique practice of Equine Gestalt Methodology this healing team helps you to see yourself as the non-broken, worthy, holistic being you are so you can live your life with openness and outrageous JOY resulting in life changing outcomes.

INDIGO TRAILS COACHING & FARM

2782 White Crossing Rd Verona, WI info@indigotrailsllc.com indigotrailsllc.com





Mother & Daughter Diamond Duo

Beverly Diny (with her husband Pete) started Diny's Diamonds over 36 years ago, and her daughter Sara is following in her footsteps. We believe in establishing relationships with our customers, and we are continuously learning and sharing our knowledge to help you make the right selection.

"One of the greatest pleasures in our work is helping people celebrate the milestones in their lives such as anniversaries, promotions or retirements. Any of these times are good times to add a piece or upgrade something you already cherish." Along with offering a wide selection of jewelry, Dlny's provides local trustworthy service that includes appraisals, custom design, restyling and free jewelry checking and cleaning.

DINY'S DIAMONDS

1903 Cayuga St, Suite 105 Middleton, WI 53562 608.831.3469 dinys.com





Helping Local **Businesses Grow**

The experienced BRAVA Events team works directly with businesses to increase their visibility and create awareness for their products, putting them directly in contact with thousands of local women who attend any of several events in the Madison area, including:

Madison Women's Weekend - November 23-24, 2019 Well Expo Madison - January 17-18, 2020 Madison Kids Expo - March 7-8, 2020 BRAVA THRIVE Conference - May 8, 2020

The BRAVA team also offers businesses other types of marketing outreach, including BRAVA Night Outs that drive women directly to their business location and expose them to the large, loyal BRAVA print and digital audiences. Find out more information for all events, marketing and advertising opportunities at: BRAVAmagazine.com.



BRAVA EVENTS TEAM

951 Kimball Ln., Ste. 104 Verona, WI 53593 608.848.6700 BRAVAmagazine.com







ADAPT MARKETING FOR THE EXPERIENCE ERA

SEPTEMBER 18, 2019



Amber Swenor is the founder of Strategic Partners Marketing a firm that provides both strategic brand consultation, and implementation services including media strategy, digital funnels and PR. SPM has earned two Addy Advertising Awards. Amber's fulfilling her personal mission to

empower and inspire others to build their brands through Amberdella Coaching and Consulting where she coaches women to unlock and unleash their personal brand, and up-level their income and impact. She was a 2017 BRAVA Woman to Watch, In Business 40 Under 40, 2018 Vital Voices VVGrow Fellow and 2019 Goldman Sachs fellow. When she's not strategizing with clients, you'll find her rocking with her band, Morningstar.

Over the last 20+ years, we've been experiencing the information technology revolution, with information available at our fingertips. A change is happening...people no longer think of the internet or a well-designed website, as a luxury; it's an expectation. It's not enough for your business to provide information online; your brand needs to stand for something, evoke emotion and take the customer on a journey. Enter: The Experience Era. Customers now desire a brand experience—to be engaged in meaningful customer journeys. In this talk, Amber will walk you through this evolution. She will teach you changes and new tactics that you can implement in your marketing to ensure that your brand is marketed effectively, for the experience era.

SPONSORED BY











FOR MORE DETAILS + TO REGISTER, VISIT BRAVAMAGAZINE.COM/EVENTS

INNOVATIVE WOMEN

TECH RECRUITER. **CLOTHIERS.** RESTAURANTEUR.









Annemarie Maitri, Amy Arenz, Krystle Marks and Abby Felix Winzenried launched vastly different types of businesses in Madison. But what they all have in common is fierce persistence and a desire to succeed. And, a rejection of the "it'll never work" mentality they faced as they got their companies off the ground. They are all a lesson in, as Marks puts it, pushing through the fear.



CONCERO RECRUITS ON DEMAND

BY CANDICE WAGENER

my Arenz didn't initially plan to build a career in the software industry. But the first position she landed out of college was at a Chicagoarea recruiting firm; she admits she had "no idea what it was."

She dove in to learn the ropes and set her sights on landing Platinum Software as a client, noticing its rapid growth and appealing work environment ("the CEO had a ponytail and there was no dress code.")

In 1995, Platinum hired Arenz as a recruiter, the first step in her journey to founder and CEO of Concero, a firm highly specialized in recruiting people for the extremely competitive field of software sales. Headquartered in Madison, Concero is the 18th fastest-growing company in Wisconsin. It made the Inc. 5000 list for nationally fastest growing companies two years in a row, with revenue topping \$3 million, 50 employees and two additional offices in Chicago and Oakland, California.

After returning to Madison, Arenz founded Concero in 2010 to bring together her expertise and expansive network she had gained, as well as offer a new type of service in the industry.

Concero's model of recruitment on demand—companies sign up for a month-to-month subscription for a minimum of three months—gives needed support during crunch times but doesn't pose a financial hit during slower times. Because the software industry is extremely competitive and requires specialized knowledge, Concero is often recruiting employees "active in the passive market," meaning they are recruiting people who aren't even job hunting into a new position within four weeks.

Arenz has always been a highlyskilled people person, according to Fred Zaeske, former vice president of recruiting at Platinum Software and Arenz's first supervisor. "Amy is very focused, very analytical, excellent with people both in person and over the phone, and understands the types of people that people want," says Zaeske. "She gets good people that get hired."

As any good company in the tech sector should, Concero strives to be innovative in its business operations. It recently launched text messaging as a tool to streamline the hiring process, useful in the scheduling component for interviews as one example. "We've found with technology and, especially, recruiting the younger generation that relies heavily on their phone, in order to keep [the recruiting process] moving, that text component was crucial," says Arenz.

This fall, Concero will add software

development recruiting into the mix. With so many startups developing products before they command a full-blown sales and marketing team, Arenz sees a need Concero can fill.

Arenz says many questioned her decision to base a tech company in Madison. At the time, she admits, Epic was really *it* for tech. But she's proud of the dominant space her company holds in the industry.

And she sees a wealth of potential for Madison's tech future. "What I'm excited about is the city's investment in the technology community; we're recognized more now as a place for startups and technology. Being here first, it's exciting to see Madison grow and change...this feels like a good place to be with the business."



rystle Marks was thriving as a personal stylist when she started to wonder what was next. "I woke up and I felt like there was this brick wall in front of me and I knew it was time to just stop and listen," she says. What Marks heard in her heart was the idea for Lev Apparel. It was an opportunity for Marks to provide women with modern, sustainable clothing for their body shape, while empowering women across the globe.

In summer 2017, Marks took a sabbatical in which she spent more time praying and meditating about the change. By the end of that summer, the concept for Lev Apparel became clearer. "If we can actually attack the root source of most trafficking situations, which is poverty, lack of opportunities and dignified work, then we can actually make a dent as a company to help eradicate that," Marks says. The fair-trade brand was conceived.

Abby Felix Winzenried had followed Marks' journey as a personal stylist. When she found out Marks was branching out, Felix Winzenried knew she had to connect with her. Much like Marks, Felix Winzenried was thinking about her next steps. "I really like the behind the scenes, operations side of things. When I heard about Krystle's new venture I was like, this is something I could be a part of and use those talents to do something bigger and better," she says.

Marks and Felix Winzenried design their products, and then they send the designs to Chicago-area pattern maker Xochil Herrera Scheer. They work with Sonica Sarna Design, an artisan group in New Delhi, India, to make the clothes. Herrera Scheer believes what they're doing will have a big impact. "When you can give someone a skill, she has a means to support herself not just in a single job, but to create a viable career path, and a way to support herself and her family," Scheer says.



LEV APPAREL'S FAIR TRADE VOW

BY HYWANIA THOMPSON





The road to launching Lev Apparel wasn't entirely smooth. Early on, they found out their initial business name had already been copyrighted so they had to start the naming process all over again. They chose Lev, which is the Hebrew word for heart. "We feel it represents what we stand for as a brand," Marks says. "Our heart is to celebrate,

give hope, restore dignity, bring freedom and empower women worldwide. We do this by creating the ultimate cycle of women empowering women through each Lev Apparel purchase."

They hit another snag earlier this year after receiving their first samples back from New Delhi. Half of them weren't correct. It was a challenge, but they kept going. "We decided to invest more time and money into a complete redesign of that dress," she says.

The design process is difficult and can involve multiple rounds of prototyping, revisions and sometimes redesign, says Herrera Scheer. "Having trust in the process and trust in each other is so important," she says. "I'm glad to not just work with Lev Apparel, but also to become friends with Krystle and Abby. We relate as business women, entrepreneurs and mothers."

Marks and Felix Winzenried say starting a business is like mental gymnastics, but it's rewarding. And there's resources like the Small Business Administration and Wisconsin Women's Business Initiative Corporation, to help you navigate. Marks' advice to other entrepreneurs is to push through the fear. "Don't let all of the unknowns stop you from starting—needing to know where it's heading and having all the pieces—just start."

hen Annemarie Maitri left the world of sales and marketing in 2010 to open Bloom Bake Shop in Middleton, she didn't expect lines out the door of her tiny shop. But this Southern girl who grew up immersed in family dinners found her niche putting her baking talents to use.

She admits she didn't take the easy path when deciding to become an entrepreneur. At the time, Maitri had three small children and the nation was digging out of a recession. She chose to open her shop just three days a week to offer wedding cakes and desserts, all featuring locally-sourced ingredients.

"In the beginning, this decision brought me quite a bit of criticism and skepticism around my commitment. But, I stayed true to my values both for my family as well as my business intentions," she says.

Through all the long hours trying to balance it all, the only thing she says she would've done differently is to be gentler on herself about the hours she put in. She knew she was the one with the vision and needed to be present. As she notes, "In the beginning, one can never underestimate the amount of work it takes to launch a small business."

Word of mouth propelled Maitri's wedding cake business at Bloom, but the game-changer was the decision to start making buttermilk biscuit sandwiches for employee meals, and eventually start selling them to her customers. The next thing she knew, there were lines out the door on Saturdays and they were bursting at the seams.

The decision to open a larger location on Monroe Street in 2017 with an expanded menu and space for catering was a natural choice since Maitri lives in the neighborhood. The thought of leaving the Middleton community pulled at her heart strings though and she knew it would be a challenge to keep her family and passion for baking



THE RISE OF BLOOM BAKE SHOP

BY EMILY MCCLUHAN



aligned if she kept both locations.

"But the voices around me: friends, customers, business advisers, were pushing me to continue. Growth in this fashion is natural. Bloom was a success, why wouldn't two locations work?" she says.

And it did work. In fact, both locations thrived. Using that success, Maitri decided to shift the focus of the Middleton location to be even more community-driven in 2018. She turned the bake shop into a coffeehouse and bookstore, called Bloom Bindery, with a mission to promote a

love of reading. A portion of the profits from cookie sales were donated to local literacy groups, book clubs used the space and families came together to read to each other. But after a few months, Maitri was torn.

"It wasn't working for me, professionally and especially personally," she says. "I constantly felt pulled between both shops, I was spending more time in a car going between both locations and less time doing all of the things I was passionate about, creating recipes, working with staff and interacting with customers."

Although she was pushed by many to delegate more or grow her team, she knew it was the right decision to close the Middleton location in August 2018.

Now, as the Monroe Street location thrives and she has more time for her family, she considers this decision a blessing. It's allowed her to explore other avenues for getting the brand out there, like the Bloom Bus, which Maitri's crew uses to partner with Madison Reading Project to bring cookies and donated books to literacy events. The 1974 Volkswagen Bus can also be rented for private events.

"I have learned, as many entrepreneurs learn, you have to push down the path, but you have to be OK with changing course when it is not for the greater good for all involved," says Maitri.

For her, she emphasizes that the greater good will always house her family, community and the quality of what she and her team bring to the table each day.



LADIES WHO LUNCH

TASTY SPOTS AROUND TOWN FOR A BUSINESS MEETING

From casual to upscale, there are many options for hosting a business lunch or a coffee meeting in the Madison metro area. Below are just a few of our favorite places to share a meal or dessert with colleagues—and get some good work done outside the office.

-Researched by Addie Radandt



- Casual fare with vegetarian and gluten-free options
- JUST Coffee, Rishi Tea, as well as local beers and wines
- Reserve a small meeting room or large event space

PASTURE AND PLENTY, MADISON'S WEST SIDE

- Farm-to-table sandwiches, soups and salads
- Call or email ahead for a large table or rent the full space for up to 75 people on Tuesday afternoons or evenings.
- They'll also cater lunch with platters or box lunches.

BARRIQUES, MULTIPLE LOCATIONS

- Full array of coffee drinks and wine bar
- Sandwiches, wraps, market bowls and breakfast items, including vegetarian, vegan and gluten-free options
- Pastries and sweets available

4) CENTO, DOWNTOWN MADISON

- Upscale option sure to impress your clients
- Old-world Italian with handmade pasta, wood-fired pizza, slow-roasted meats and extensive wine list
- Semi-private dining room for up to 40 can be reserved all day, otherwise only available for dinner

CIRC, THE MADISON CONCOURSE HOTEL, DOWNTOWN

- Gals love its large and delectable salad bar.
- Also features plated salads, soups, grilled flatbreads and sandwiches
- Option to make reservations online

6 LUCILLE. DOWNTOWN MADISON

- Wood-fired and steel pan pizzas and more, with vegetarian and gluten-free options
- Open for lunch Thursday through Sunday
- Reserve a private dining room on the second floor

DAISY CAFE AND CUPCAKERY, MADISON'S EAST SIDE

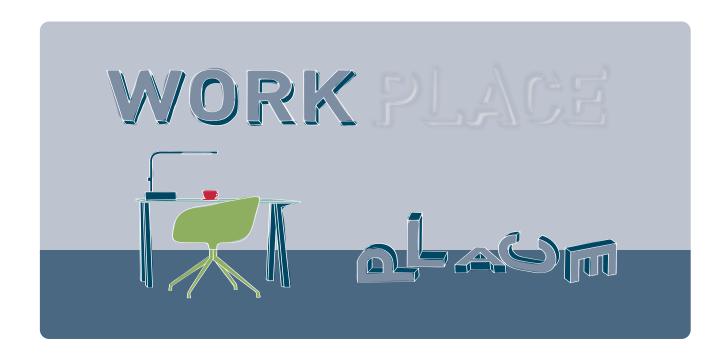
- Comfortable locale with breakfast all day and more, along with 10 flavors of cupcakes
- Reserve a private room, free of charge, for up to 25 people
- Will pre-plan a small menu for your guests

BUCK AND HONEY'S, SUN PRAIRIE & MONONA

- Comfort food plus entrée salads and vegan, gluten-free and keto-friendly options
- Legendary cheese curds
- Rent one of three different private spaces







AN EMERGING WORKFORCE THE GIG ECONOMY AND WHAT'S IN IT FOR WOMEN

BY KATY MACEK

ILLUSTRATED BY ANN CHRISTIANSON

hen Helen Lee of Middleton decided to bring in some money to supplement her husband's salary, she turned to freelance work as a business consultant. And, she became part of an emerging economic sector in the U.S.: the gig economy.

Lee says the flexibility is what drew her to the freelance world, and she hasn't looked back.

"It's not only the timing of projects, but it's also that I can work at my desk or go upstairs and work at the dining room table," Lee says. "If my kid wants to go play golf, I can go sit in the bar and work."

In a gig economy, temporary, flexible jobs are common and companies tend toward hiring independent contractors and freelancers intead of full-time employees. That's a far different model than the traditional economy of full-time workers, who rarely change positions and instead focus on a lifetime career.

Technically, a gig worker is someone who uses a digital "platform," such as a ridesharing app or a handyman app-in short, a platform with a brand-to get work, according to Jill Pedigo, a labor and employment attorney with von Briesen & Roper in Madison. But, like Lee, many freelance and independent workers consider themselves part of the gig economy.

"I'm looking at this kind of technically because the gig economy is really the on-demand economy," Pedigo says. The distinction is indeed muddy, because even without a branded platform, each of those categories of workers have one thing in common: They don't have some of the perks and some of the protections, such as being covered by the Fair Labor Standards Act, workers compensation if they get hurt on the job or unemployment insurance, that traditional, permanent workers enjoy, Pedigo says.

Though the idea may appeal to anyone, local experts say female workers might especially seek out and enjoy the ability to mold their job to their lives, rather than vice versa.

Retired UW-Madison business professor Patricia Mullins, who for years studied career development and work-life balance, points out that self-employment has always been around; there are just more ways to do so with modern technology.

WHY GIGGING **WORKS FOR** WOMEN

Mullins defines three categories of women who typically go into freelance or contract work: At-home parents looking to fill their free time and continue their skills or learn new ones; those who want income to supplement the salary of their spouse, who already carries the benefits of a traditional job; and those who are working multiple jobs and picking up side gigs to support their family on one income.



The ability to set her own hours and work remotely allows women to "have it all"-both stay home with the kids and maintain the skills and connections necessary for a career. "For a long time, day care was the only option for us as working women, and now there is more of an option with the gig economy," Mullins says.



With the influx of service and delivery apps, Mullins says "somebody has to perform those services, and a lot of people will continue to work who may not have." She points out that with shopping apps, Uber and seasonal retail work, even women with just a high school education can contribute to the family income, while maintaining the flexibility to care for children or aging parents.

It works better for some than for others though. "The women who have always had to work to support themselves and/or their families have always been there, but we tend to forget about them," Mullins says. "For them, there's a big disadvantage to the gig economy. There's job insecurity, no benefits, no health care, no retirement. For them, it may be more of a necessity."

Because of these downsides. Virginia Sen. Mark Warner has introduced federal legislation to support gig workers by giving tax credits to businesses that formally train workers, allowing employers to contribute pre-tax dollars to a training fund, funding a grant program to develop portable benefits like health care and paid sick leave for workers, and making it easier for non-fulltime employees to get mortgages.

It's a recognition of a growing economic force in America, in which some 25% of millennial workers are part of the gig economy, according to a report by Prudential, while 15% of Gen-Xers and 9% of baby boomers participate in that economic sector.

Mullins herself says she's participated in the burgeoning sector, working on several projects since she retired.



"It's a nice transition, especially if you like working and don't want to just sit back in a rocking chair," she says.

While not always having a steady paycheck may be a downside, flexibility and autonomy are significant upsides to "gigging."

"FEED YOUR **PASSION AND PURPOSE**"

Amber Swenor (see Perspective on P. 14) and her husband both found the traditional employment structure to be too rigid to allow them to pursue outside interests. "Personally, prior to starting my company, I had other passions and desired to pursue them but wasn't able to in the confines



of a traditional workplace culture with the typical hours, two weeks' time off, no additional unpaid time off. I wasn't expecting paid time off but just a bit more flexibility," says Swenor, who now owns a marketing firm and fronts a heavy-metal band.

Recently while job searching, her husband had multiple offers but companies were not able to offer flexibility or unpaid time off. He turned down a job with benefits in favor of a position that allowed him to work as an independent contractor so he could take the time needed to pursue his work as a musician. "It's not worth giving up the things that make you human and feed your passion and purpose, just to have company sponsored health insurance; we've chosen to pay for our own benefits and find



ways to get by," Swenor says.

Experienced giggers know that they've got to take care of some things without the benefit of employer help, such as funding 100% of any 401Ks, and potentially purchasing their own health insurance (See Wellbeing on P. 21.)

Those new to the game should keep those facts in mind, says Summit Credit Union Financial Advisor David Solheim.

Solheim says that youth is a boon for the new entrants into the gig economy workforce.

"Time is a very valuable asset in investing and saving," he says. "There's no cheaper time to buy insurance than when you're young because you've got a longer time to live so premiums are cheaper."

STAYING CONNECTED

Those who miss the daily tête-à-tête around the office water cooler can find kinship in like-minded groups.

One of the biggest sources of support for fledgling gig workers, thinks Lee, are networking events and Facebook groups, such as Madison Freelancers, which started around five years ago as a meet-up group by local website developer Matt Nelson and has reached 600 members. His group serves as a place for freelancers to learn from experts, network with others and just

be around people who understand the lifestyle they've chosen.

"I've heard it called a combination of church and therapy," Nelson says of his monthly meetups, which are tied to the national Freelancers Union, a free organization people can join for



resources on tax information, benefit options and much more.

Also on the rise in Madison are coworking spaces, with more than a half-dozen available right now, where independent workers can rent equipment, a desk or a whole office. Plus, they'll find the camaraderie of other

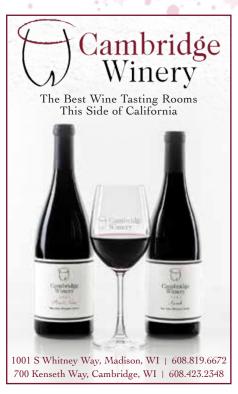


professionals-something you lose when you're not in an office full of other employees in the same company.

Even if the connections you make aren't in your field, Lee thinks they can lead not just to a job but perhaps to learning from a new perspective. 🎡

PICK of the VINE

Visit these Madison Area Wineries



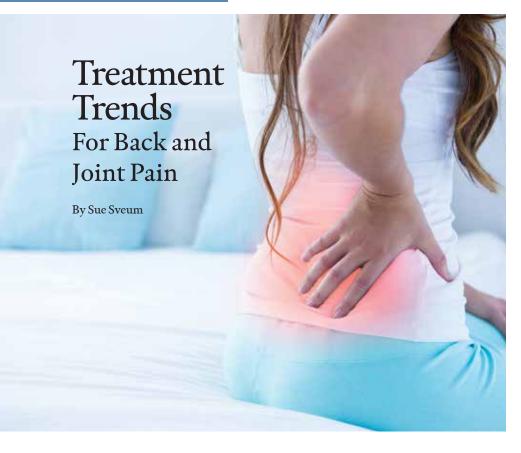












When the hot summer weather kicked in, people came outside in droves to get active and have some fun in the sun. Runners, bikers, golfers and tennis players packed the paths, courts and courses. And most of the rest of us found other reasons to get out of the house, from walking the dog to gardening. But when all that physical activity starts to take a toll on your joints and spine, people often ignore the pain or power through it until summer's end. But then what? Three local health care professionals offer some guidance concerning treatment trends for your aching back and joints heading into fall.

"It's common for sporting injuries to occur during the summer. We see more broken bones and tendon injuries, as well as acute meniscus tears that can occur after twisting," says Dr. Ann Stitgen, orthopedic surgeon at SSM Health. "Degenerative meniscus tears can also occur with daily activities like walking or going up and down the stairs," she says. "And those chronic issues can become more noticeable, as well, when you're being more active.

"Patients often also have pain that's been nagging them, but they avoid getting treatment when the weather is nice and they have activities planned," she explains. "This is especially the case with more chronic issues like hip and knee arthritis." But of course, being active is also what makes them notice the pain more. "Shoulder problems can similarly act up more often in the summer when you're doing more yardwork or more sporting activities," she says.

Is immediate treatment needed? "With chronic issues, there typically isn't a problem with delaying treatment," says Stitgen, "especially if you're able to manage your pain with rest, antiinflammatories and icing. Typically

the disease itself won't get better, but symptoms can subside." This is the first line of treatment usually recommended for arthritis, rotator cuff problems and other overuse injuries like tennis elbow and patellar tendonitis.

"If you don't recall a specific event that caused the injury or you have a more gradual onset of pain, then you can typically try more conservative treatments first," explains Stitgen. However, she notes that delaying treatment can create a problem for more acute issues. "Tendon tears can become harder to fix, and further damage can occur to your joints if they're unstable or giving way," she says. "If you have a sudden pop or significant weakness, it's better to be evaluated sooner."

As summer winds down, some people start to think about getting those aches, pains and minor injuries "fixed" in the off-season. But according to Stitgen, timing for physical therapy and surgery is very patient-specific. "Some people would rather wait until winter to have surgery as they don't have as many activities planned and can focus on their recovery," she says. "Others would rather have surgery in the summer, when they'll still be able to walk outside for rehab and don't have to worry about slipping on ice."

And treatment options can range from rest and icing to physical therapy or steroid injections, or eventually complete joint replacements. The decision depends on several factors including the patient's age and overall health as well as severity of the pain and injury. "That's why I like to individualize treatment to each patient," she says.

But before an injury even occurs—or to aid in the recovery process—there are a few things you can do in terms of prevention. "Stretching before activities can help prevent injuries," says Stitgen. "And staying active and keeping your weight down is important. Every pound of you is at least five pounds across your knees."

Now there's something to think about as you reach for that second slice of pumpkin pie this holiday season!



Dancing. Taking a walk with a friend.

Playing ball with your children. Running a 5K.

Movement is key to many of life's most enjoyable moments.

Whether you are suffering from an injury or an illness,

SSM Health Orthopedics can work with you to help you regain your strength and mobility, so you can get back to doing the things you love.

Our team of physicians, nurses and therapists is committed to delivering outstanding care with a personal connection.

To learn more about orthopedic care at SSM Health, please call **608-294-6464** or visit **ssmhealth.com/orthopedics**.



And would it surprise you to learn that reaching for that pie, doing laundry, raking the leaves or lifting your toddler might be all it takes to experience sudden pain? "There doesn't have to be a specific injury," explains Ellie Ryan, D.C., of LSM Chiropractic. "The biggest problem is that wear and tear over time causes a series of microtraumas to your spine and body that add up. You may not even feel the pain, but then you do something you've done every day and suddenly it sets off that pain.

"Sometimes the pain can go away on its own, but often it just gets a little better, but doesn't entirely go away," says Ryan. "People tend to get busy in the summer and suddenly realize they should have that nagging pain looked at. But coming in sooner rather than later can speed up the healing so you aren't in pain so long."

Chiropractic is another popular and effective option for treating these injuries. "Our treatment involves doing manual therapy," says Ryan. "Patients respond really well to manipulating joints in a way that gets them moving again, and back to the way they're supposed to be, in a non-invasive procedure without injections or surgery."

She says the treatments are designed to loosen tight muscles and decrease muscle spasms. "Some people get immediate relief and notice improvements right away," says Ryan. "Other times the benefits are cumulative and recovery is a little more gradual before it becomes noticeable."

According to Ryan, chiropractic adjustments are considered high velocity, low amplitude therapy—fast, but without a lot of pressure. Treatments are often paired with physical therapy sessions and many people don't realize that chiropractors can work with your primary care physician to create an individual plan of care that's right for you.

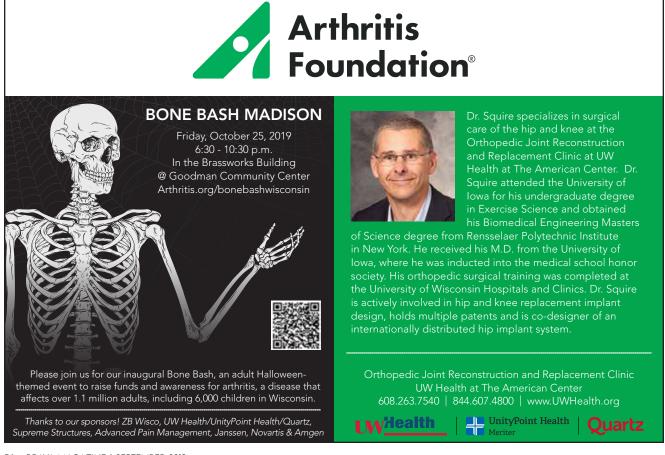
"Everyone is different, so treatment plans are based on the individual," Ryan says, adding that severity of the injury, how soon you seek treatment and your age are all factors. "A young person is generally going to get better faster than an older patient," she says.

Her advice? "Listen to your body. If you feel like something's not right, it's probably not," she stresses.

Dr. Ashish Rawal, who specializes in knee and shoulder injuries as an orthopedic surgeon and sports medicine physician at Stoughton Hospital, agrees.

"Older patients often have cumulative damage similar to the tires on a car. You can put on a lot of miles with no problem and suddenly have a blowout," he explains. "On the other hand, younger patients often come in with overuse problems due to the repetitive action of doing something again and again in a sport." Age and ability to bounce back can play a role in both choice of treatment plan and recovery time.

The good news is that treatments have come a long way. "It's a fun time to be in this rapidly evolving field," says Rawal. "There's always something



SPONSORED CONTENT

better." He says minimally invasive techniques are generally the first course of action. "For many people, modifying activities, taking anti-inflammatories and physical therapy will take care of the problem."

The next step might be an injection to alleviate pain. But some injuries simply won't get better without surgery.

"Fortunately, there's been a great evolution in surgical techniques," says Rawal. "Most can be done arthroscopically now, making surgery quicker and more efficient." And according to Rawal, anesthesia has improved greatly too. "The addition of pain blocks during surgery can make those first few days much better." The result? "Many patients go home with little or even no pain," he says.

But sometimes the choice is up to you. How do you decide whether to have surgery? "When you're talking about an elective procedure, consider your quality of life and ability to function both with and without the surgery," suggests Rawal. "When pain becomes a daily issue, surgery might be the best solution."

Ask yourself this: Is the injury going to become worse? What is your quality of life now? Are you able to do the things you want to do without pain? And does pain interfere with your activities, sleep or interactions with other people?

"No two people are the same. That's why patient education is an important part of it," Rawal says. "Many patients don't know what their pain or injury is or what their options are. Our ultimate goal is to have a discussion and do what's right for each patient."





Live Life to the Fullest







Ashish M. Rawal, M.D. **Board Certified in** Orthopedic Surgery & Sports Medicine



Stephanie Lake-Melton,



Two Convenient Locations! 2 Science Court, Suite 102, Madison 900 Ridge Street, Stoughton

(608) 877-3419 orthoteam.com













Expert coordinators, superb cuisine, extraordinary service, and gorgeous color-neutral ballrooms all in the heart of downtown.

 \mathfrak{Q}

THE MADISON CONCOURSE HOTEL

AND GOVERNOR'S CLUB

women+style+substance Real Weddings-Madison Meet the couples **Building a Team** Find the right people for your big day + Amazing Venues, Jewelers, Floral & More SPECIAL ADVERTISING SECTION



Lauren & Take

Madison, WI 7.28.18

Lauren and Jake met while both working at the Wisconsin Union during their college days. It was quite the gossip among the other students at the time, but the pair says they kept it professional while on the job! Five years later, Jake proposed to Lauren while in Boston. A rooftop garden with 75 of their closest friends and family at the Madison Museum of Contemporary Art made for the perfect wedding day. Personal touches included a signature cocktail: brandy old fashioned sweet for the ladies and sour for the men.







ELM PHOTOGRAPHY

EAST



Details:

Planner: Cherry Blossom Events Photography: East Elm Photography Ceremony: MMoCA Rooftop

Reception: Overture Center for the Arts

Catering: Catering a Fresco Floral & Designs: Pollen House

Stationery: Minted.com Officiant: Koru Weddings

Ceremony Music:

Quartessence String Quartet Cake/Dessert: Creative Confections Entertainment: Jukebox Bandstand

Hair & Makeup: Alan Koa

Bridal Gown: Vera's House of Bridals

Bridesmaid Dresses: Lulu's Menswear: Blacktux.com Rings: Chalmer's Jewelers





Lindsay & Timmy

Madison 2.9.19

While Lindsay and Jimmy met their freshman year at UW-Madison, both living on the same dorm floor, they didn't start dating until 10 years later. The couple and their wedding party (seven of which also lived on the same floor!) returned to Sellery Hall for photos on their wedding day.





Details:

Photography: Azena Photography Location: Our Lady Queen of Peace

and The Park Hotel Floral & Designs: Hy-Vee

Stationery: Shutterfly Cake/Dessert: Hy-Vee

Entertainment: The Milwaukee DJ

Hair & Makeup: Posh Beauty Bar **Bridal Gown:** Premiere Couture Bridesmaid Dresses: Brandi's

Bridal Galleria

Menswear: Saks Fifth Avenue (Groom) & Men's Wearhouse (Groomsmen)

Rings: Blue Nile





Besides the setting, your wedding vendors will make the most impact on the success of your wedding day. The professional services they supply are the essential elements no party could take place without. Their expertise craft the experience you and your guests will enjoy on this, one of the most exciting days of your life! So finding the very best professionals to execute your style is of utmost importance.



BEST

2017



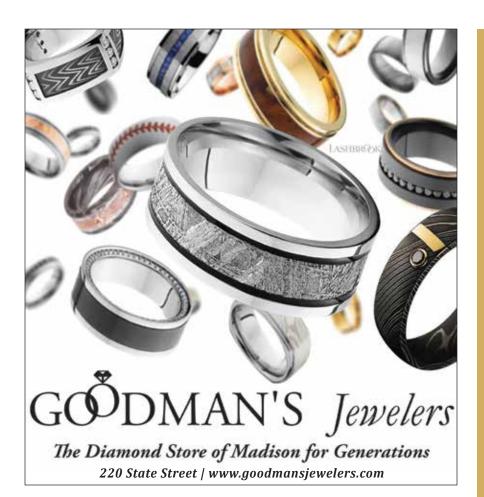
thermansontravel@charter.net tammyhermansontravel.com 608-212-6949



Celebrations

AWARDS'

2018





WEDDING PLANNER

WHAT TO KNOW:

Plan on hiring a full-service planner at least 12 months from your wedding day. Choose your wedding planner first to have their guidance during the entire wedding planning process. Your planner will be your experienced counsel for every vendor interview, contract and scheduling question.



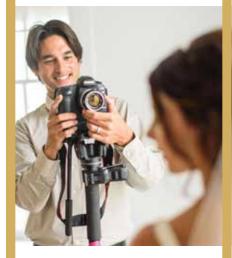
QUESTIONS TO ASK:

- Q: How do you charge? Per hour, lump sum, percentage of total budget?
- Q: Are there specific vendors you like to use?
- Q: What is the process of selecting and hiring vendors?
- Q: Can I use other vendors?
- Q: What is the process of paying vendors? Is that done through you or direct to vendors?
- Q: Do you handle vendor services, contract and payment processing?
- Q: Do you handle guest list coordination and RSVPs?
- Q: What is your specialty?
- Q: How many meetings will we have together? In person, via phone?

PHOTOGRAPHY

WHAT TO KNOW:

Plan to book a photographer II months from your wedding date. Since photography businesses are most often run by a single person or small teams of creative professionals that work one wedding per day, it's important to book early.



QUESTIONS TO ASK:

- Q: What is your primary style of photography? Traditional or documentary?
- Q: How independent are you? Do you want to know all the shots I'd like or will you shoot all the moments of the day at will?
- Q: Will the photographer I book be the one to shoot my wedding?
- Q: How long after the wedding will the photos be ready?
- Q: What happens if the photographer is ill on the day of the wedding? What are your backup procedures?
- Q: What is included in your pricing? Albums, hours of coverage, engagement session, etc.?





WHAT TO KNOW:

Plan on choosing your floral designer about eight months from your wedding day. With the help of your planner, you and your floral designer can select a color palette, make note of blooms you love (or hate!) and lay out a proper budget for the arrangements you'll need created. Knowing what styles you like before going into a consultation is very helpful.



QUESTIONS TO ASK:

- Q: What is your style?
- Q: What is your process?
- Q: Have you worked at my venue before?
- Q: How do items get returned after the wedding? Will you pick up?
- Q: Do you offer rental itemsvases, trellis, decor-or must they be supplied via a rental company?
- Q: Can my guests take centerpieces home?
- Q: Do you charge for mockup centerpieces before my wedding or is that included?
- Q: How can I stay within my budget without having small bouquets and arrangements?
- Q: Dahlias are my favorite kind of flower. Will they be in season for my wedding?

WHAT TO KNOW:

Plan on hiring your hair and makeup artist team about six to eight months from your wedding date. Does your stylist do bridal updos? Many don't. That's where on-site teams come in. Your beauty vendors will likely only be able to serve one full bridal party per Saturday. So book them sooner rather than later.



QUESTIONS TO ASK:

- Q: How far in advance should I book my appointment?
- Q: I'd like to book with my bridesmaids. Will you be able to accommodate all of us?
- Q: How much time should I allow for hair and makeup on my wedding day?
- Q: Is there an extra charge for airbrush makeup and/or false eyelashes?
- Q: How much should I expect to spend?
- Q: Is a down payment required to book an appointment?
- Q: Do you offer consultations and trials?
- Q: My hair is fairly thin. Do you offer hair extensions?
- Q: Do you offer onsite services? How far will you travel?
- Q: Can you accommodate sensitive skin?
- Q: Do you offer a touch-up kit or touch-up services?

WHAT TO KNOW:

Plan to hire a baker six to eight months in advance. Get on their schedule in advance by signing the wedding cake contract. It's likely you'll have your tasting a bit later in the process, but reserving your spot early insures you get the cake baker you like the best. Before your tasting, research what types of frostings and finishes do best in your style venue.



QUESTIONS TO ASK:

- Q: Are you licensed by the state health department?
- Q: How does delivery work? And what happens if something is damaged on the cake in transit?
- Q: What are the options for cake flavors and fillings? Fondant or Buttercream?
- Q: What is your average cost per slice?
- Q: Will you design a custom cake or do you have preset styles to choose from?
- Q: Is the cake stand provided by you?







THIS IS ENGAGING

THIS IS WHY

"Our guests love the comfort, accessibility, and quality of the venue, and come back year after year for what they know will be an exceptional experience."

—Lisa Peyton-Caire Founder & President, The Foundation for Black Women's Wellness



ALLIANTENERGYCENTER.COM | SHIRLEY KALTENBERG | 608-267-1549 KALTENBERG@ALLIANTENERGYCENTER.COM





Are you **tired** of putting up with people's complaining & negativity?

There is a way you can protect yourself!

Build Your Immunity!



Learn how with this FREE video course

Keep Your Positive Edge: How to Build Your
Immunity to People's Negativity.
ImmunityToNegativity.com

GO+DO







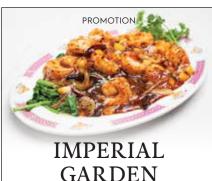


SUBSCRIBE

Providing local content and events that encourage, inspire and empower women

BRAVAmagazine.com/subscribe





For more than 35 years, Imperial Gardens has been offering authentic Chinese cuisine in an elegant atmosphere. Serving such favorites as pot stickers, crispy duck and sticky rice. All made with fresh ingredients, many dishes can be created as gluten free or low sodium, and there are a number of **vegetarian** dishes available as well.

A spacious restaurant and cozy bar is great for an evening out or a **private dining space** that can accommodate groups up to 100, perfect for an anniversary or birthday party, as well as a corporate meeting or wedding rehearsal.

Lunch is served from 11 a.m. to 2 p.m., Monday through Friday. Dinner is served nightly beginning at 4:30 p.m. until 9:30 p.m. Monday through Thursday. Til 10 p.m. Friday & Saturday and 9 p.m. on Sunday.

608.238.6645

2039 Allen Blvd., Middleton imperialgarden.com

CONNECTING THROUGH FOOD

Madison Eats Food Tours is bigger than ever

BY CANDICE WAGENER

YOU DON'T have to be a tourist to appreciate Madison Eats Food Tours. Founded in 2012 by Otehlia Cassidy, the guided excursions offer locals and visitors alike the opportunity to learn about Madison through a food and drink lens. This summer, the company acquired Capital City Food Tours, expanding their offerings a bit more. "There are a lot of people interested in food tourism now," says Cassidy. "I wanted to be the one to build what we have here."



PRODUCT

With five different Madison-centric tours running six days a week, guests can sample Willy Street's global eats, eat and drink crafted items from Atwood purveyors or peek behind the scenes at the Dane County Farmers' Market This newest tour includes a meet-and-greet with several farmers at the Wednesday market, plus samples at Morris Ramen, Graze and Ian's Pizza made with farmers market goods. Want more of an international experience? Madison Eats also offers destination tours to Mexico and Cuba

PASSION

It all comes down to connection. Cassidy prides herself on building strong relationships with local businesses around town and letting those partnerships shine through on tours.

"Hanging out and cooking and sharing a meal is such a great way to connect people...you should feel connected to the place that you're experiencing. If you're just tasting food, it's not the same."

PHILOSOPHY

In providing guests with that deep connection to the people on the ground growing, sourcing and creating, Cassidy hopes to bridge commonalities and expose guests to the many unique cultures in Madison. She's also highly motivated to put dollars back into the community.

"My overarching mission is to support locally-owned restaurants that also support local producers...it is really important to me that we're sustaining our local economy," says Cassidy. "When we continue to support those businesses, it's strengthening a foundation we already have in our city, I hope. And also finding the fun in that...I want you to have a good time."

WHERE RIVERS CONVERGE

Take in the views and history around Prairie du Chien

BY JULIA RICHARDS



THE CONFLUENCE of Wisconsin's largest river with the granddaddy of them all, the Mississippi, has been regarded with reverence for centuries. The dozens of ceremonial mounds, both round and animal-shaped, created over a thousand years ago along the shorelines are enduring evidence of this.

The drive west on Highway 18 from Madison to Prairie du Chien is just over two hours, through rolling farm fields and forests stretching to the horizon under a wide-open sky. You can take in the view of the meeting of the Wisconsin and Mississippi rivers from several different vantage points on the surrounding bluffs. My friend and I stopped first at Wyalusing State Park, just south of Prairie du Chien. As we stood 500 feet above the waterways a turkey vulture soared overhead. The guiet was only broken by a train passing below, reminding us, along with the river barges, that this major corridor connects the Midwest to

faraway regions.

The overlook is a short walk from the parking lot, but for those looking to trek the park more extensively there are hiking and mountain biking trails, and even a canoe trail to explore the sloughs.

Next, we crossed into Iowa for a picnic lunch at Pikes Peak State Park. It similarly offers an easily accessible lookout over the mighty rivers. A short hike takes you to Bridal Veil Falls, which gets its name from its appearance in winter when the small creek freezes over the limestone ledge.

We decided to extend our hike from there and picked a modest route that ended up being much more extensive due to a wrong turn or two over challenging, hilly terrain. We didn't mind the extended walk though, as being immersed in the forest was invigorating. In the glory of fall color it must be even more so.



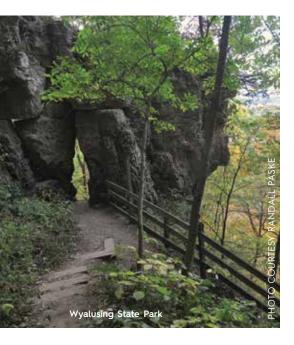




PHOTOS COURTESY VILLA LOUIS HISTORIC SITE

GO+DO JAUNT

The entire area bordering the rivers is scattered with effigy mounds, but if you want to make them a focus of your visit, Effigy Mounds National Monument is just north from Pikes Peak on Iowa's



Great River Road. There you can go on an interpretive tour and learn about the people who created these mounds in the shape of bears, birds and other animals.

The weather cooperated with us, but our rain plan was to visit Villa Louis Historic Site. This authentically restored mansion was the family estate of Hercules Louis Dousman, but for many years was managed by his widow, Nina. "Nearly 90% of the objects once belonged to the family," says Susan Caya-Slusser, site director. The house is open for tours through late October. Besides offering a glimpse of life in a wealthy Victorian-era household, the tour includes a visit to the servant's quarters. You can even sign up for a workshop to learn how to cook on a wood-burning stove.

The site is an entry point into a broader look at regional history as well, from the fur trade to Native American history and the area's role in the war of 1812. "Prairie du Chien is the oldest European settlement on the Mississippi," Caya-Slusser says. From the view, you can see why.





SHOP | TASTE | EXPLORE

Experience the local flavor of the NEW Downtown Middleton

SEPTEMBER EVENTS

September 6

Greater Madison Jazz Consortium Strollin Middleton Jazz Walk

September 19 Good Neighbor Night



19th Downtown Middleton Wine Walk

Share your Downtown Middleton experience on social media for a chance to win Uniquely Middleton gifts valued at over \$300.

Tag #downtownmiddleton and #uniquelymiddleton on Facebook and Instagram before 9/30/2019 to enter.





www.DowntownMiddleton.com

SEPTEMBER

PERFORMING ARTS

9/1 - 9/14 Times Vary

"A LOVELY SUNDAY FOR CREVE COEUR"

The story of a young woman stepping beyond youth, and the friends she chooses to take with her on that tricky path. American Players Theatre, Spring Green. americanplayers.org

9/6 - 10/6 Times Vary

"TWELFTH NIGHT"

A charming young woman proves to be equally as charming disguised as a young man, throwing Illyria's collective love life into disarray. American Players Theatre, Spring Green. americanplayers.org

9/8 - 10/4 Times Vary

"MACBETH"

Fresh off a great military victory, brave Macbeth returns home to a new title, bestowed upon him by good King Duncan. American Players Theatre, Spring Green. americanplayers.org

9/10 7:30 p.m.

CIRQUE DREAMS JUNGLE FANTASY

Cirque Dreams Jungle Fantasy is an exotic encounter inspired by nature's unpredictable creations that appeared on Broadway to critical acclaim. Overture Center, Madison. overture.org

9/11 7:30 p.m.

TRINITY CHOIR

This 25-voice choir will present a program of music spanning many centuries that will display their beauty of tone and depth of feeling. Overture Center, Madison. overture.org

9/12 - 9/28 Times Vary

"THE MAN OF DESTINY"

Nobody's born great. Watch the tale of a young Napoleon Bonaparte, as imagined by one Mr. George Bernard Shaw. American Players Theatre, Spring Green. americanplayers.org

9/12 - 9/29 Times Vary

"MARY JANE"

Mary Jane is a single mother. Armed with prescriptions, feeding tubes and medical equipment, she fully embraces the daily grind of caring for her sick child. Overture Center, Madison. overture.org

9/13 - 9/15 7:30 p.m.

"PARADE"

In 1913, Leo Frank, a Brooklyn-raised Jew living in Georgia, is put on trial for the murder of 13-year-old Mary Phagan, a factory worker under his employ. Middleton Performing Arts Center, Middleton. middletonplayers.com



9/13 - 9/21 Times Vary

"THE TAMING"

A right-wing political staffer and a left-wing social media activist are taken hostage by the reigning Miss Georgia on the eve of the Miss America Pageant. Edgewood College, Madison. edgewood.edu

9/13 - 9/28 Times Vary

"BLOOMSDAY"

Robert returns to Dublin to reunite with Cait, the woman who captured his heart during a James Joyce literary tour 35 years before. Bartell Theatre, Madison. bartelltheatre.org



* Performing arts listings partially supplied by Footlights, a regional guide to performing arts.

ENTERTAINMENT

9/5 - 9/7 9 a.m.

QUILT EXPO

This annual event features various quilt displays, vendors and contests, along with a variety of activities such as lectures, workshops and evening programs. Alliant Energy Center, Madison. wiquiltexpo.com

9/13 - 9/14 Times Vary

MIDWEST GYPSY SWING FEST

Listen to some acoustic gypsy jazz music on a beautiful horse farm at Art in the Barn in Fitchburg. Food carts as well as beer and wine will be available. Art in the Barn, Fitchburg. facebook.com/artinthebarnwi

9/15 11 a.m.

DOGTOBERFEST

Enjoy live music, snacks from local food carts and cute pups of all ages at Dane County Humane Society's 13th annual Dogtoberfest. Includes canine costume contest. Capital Brewery, Middleton. giveshelter.org

9/17 7:30 p.m.

GLEAM: ART IN A NEW LIGHT WALKS

Head to Olbrich Gardens and learn in-depth information about the art installations, artists and the exhibition creation process on these exclusive guided evening walks. Olbrich Gardens, Madison. olbrich.org

9/24 6 p.m.

HIDDEN HISTORY: A WALK ON MADISON'S WEIRD SIDE

Madison has had its fair share of odd characters and rumors of strange creatures. Wear comfortable shoes for a walking tour of Madison's weird history. Wisconsin Historical Museum, Madison. wisconsinhistory.org

FAMILY

9/6 1 p.m.

HOME GAME FRIDAY

Drop by One Alumni Place the day before the big game and take part in family-friendly games and activities, as well as UW-themed refreshments and giveaways. One Alumni Place, Madison. alumnipark.com

9/8 12:30 p.m.

TASTE OF TECH: 3D PENS

Teach your kids about an exciting new technology while also encouraging them to create 3D art! Madison Children's Museum, Madison. madisonchildrensmuseum.org

9/14 10 a.m.

DONUTS WITH DAD

Spend some quality time with Dad with this Saturday morning event filled with stories, snacks and movies. Don't worry, moms are welcome too! Alicia Ashman Library, Madison. madisonpubliclibrary.org

9/22 1:30 p.m.

LEAPING FROM SUMMER TO FALL

Explore the ecosystems of the Arboretum and look for the changes in animal and plant behaviors as summer slowly turns into fall. This family nature program also includes indoor activities and is designed for children ages 3-11. UW-Madison Arboretum, Madison. arboretum wisc.edu

9/28 9:30 a.m.

FAMILY SCIENCE DAY

Give your kids the chance to explore in this hands-on educational adventure in science.
Featuring four different science departments from UW-Madison. DreamBank, Madison. amfam.com

FOLLOW US







@bravamagazine

JAUNT

9/8 11 a.m.

NEW GLARUS FAMILY FESTIVAL

Spend a weekend with the family and enjoy the food, music and many other fun activities at this free event. Village park, New Glarus. swisstown.com

9/13 - 9/15 5:30 p.m.

GEMUETLICHKEIT DAYS

Gemuetlichkeit Days is a family-friendly community festival celebrating German heritage. Come enjoy German food, live music, raffles and a parade on Sunday afternoon. *Jefferson County* Fair Park, Jefferson. enjoyjeffersoncounty.com

9/19 7 p.m.

SPIRIT WALK

Learn about the haunted history of Baraboo while trying multiple local drinks. The tour starts at the Driftless Glen distillery and features five samples of locally distilled spirits and three wines. Driftless Glen Distillery, Baraboo. chamber.baraboo.com.

9/21 10 a.m.

FROMM PETFEST

Bring your pet to this free fest with training and trick clinics, a pet themed marketplace, agility and lure courses, music, food and more. Henry Maier Festival Park, Milwaukee. frommfamily.com/connect/petfest

9/26 - 9/29 Times Vary

NEW GLARUS OKTOBERFEST

Enjoy free live music, wagon rides, chainsaw carving, tasty food, local beer and family fun. Downtown New Glarus. swisstown.com

9/28 9 a.m.

UNCORKED 5K

Family-friendly 5K held at Botham Vineyards. Relax after the run with a glass of wine while listening to live music. Botham Vineyards, Barneveld, uncorked5k.com

SAVOR

9/12 6:30 p.m.

FARM TO FLAVOR

This unique tasting event hosted by the Seed to Kitchen Collaborative celebrates the biodiversity in food through small-plate dishes created by Madison's talented chefs. Engage with the farmers, chefs and breeders about their part in creating a better food system. *UW Discovery Building, Madison. dane.extension.wisc.edu*

9/14 1 p.m.

THIRSTY TROLL BREW FEST

Listen to live music during this beer sampling event featuring craft brewers serving over 100 different beers. Grundahl Park, Mount Horeb. thirstytrollbrewfest.com

We invite you to join Community Shares of Wisconsin for our Annual Community Change-Maker Awards Event on Thursday, September 19, 2019 at Union South!





We will be celebrating our Annual Community Change-Maker Award winners! This year's Change-Makers are:

Talib Akbar, Nominated by MOSES-WISDOM of Madison - Winner of the Linda Sundberg Civil Rights Defender Award

Ginger Baier, Nominated by OutReach - Winner of the Liesl Blockstein Community Leadership Award

Ruth Schmidt, Nominated by Wisconsin Early Childhood Association - Winner of the Sally Sunde Family Advocate Award

Community Shares of Wisconsin will also honor 24 exceptional Backyard Hero Award Winners for their volunteer work at Community Shares' member nonprofits. Learn more about them here: www.communityshares.com/whats-new/backyard-heroes/



SCHEDULE OF EVENTS:

5:00 pm - Enjoy hors d'oeuvres and a cash bar 5:45 pm - Program begins

Learn more about Community Shares of Wisconsin by visiting our website: communityshares.com

Have questions for us? Contact Susan Kilmer at skilmer@communityshares.com or call 608-256-1066.



9/17 6:30 p.m.

PAULANER BREWING BEER DINNER

Head over to Hopcat for an off-menu, fourcourse dinner expertly paired with beers from Paulaner Brewing. Hopcat, Madison. hopcatcom

9/19 5 p.m.

CRAFT BEER, CHEESE & CHOCOLATE PAIRING

Sample 12 different pairing stations of various cheeses, chocolates and craft beer, and mingle with the brewers, chocolatiers and cheesemakers to learn about their unique processes. Brassworks at Goodman Community Center, Madison, mononaeastside.com

9/24 6 p.m.

THINK & EXPLORE: BUILDING THE FOOD SYSTEM

Learn about the expanding ecosystem of foodfocused infrastructure on the northeast side of Madison, Dreambank, Madison, amfam.com

THRIVE

9/11 3:30 p.m.

CONNECTING WOMEN ENTREPRENEURS

Join SCORE Madison for a networking event that recognizes the importance of women entrepreneurs. Keynoted by Jessica Cavazos, President and CEO of the Latino chamber of commerce. Lussier Family Heritage Center, Madison. score.org

9/15 8 a.m.

13TH ANNUAL BIKE THE BARNS

Proceeds from the ride go toward the FairShare CSA Coalition and the Partner Shares Program, helping low-income families afford fresh produce. This event features farm tours, local food and live music. Fireman's Park, Columbus. csacoalition.org

9/18 12:30 p.m.

NOONTIME MEDITATIONS

Take a half an hour in the middle of your busy workday and de-stress. Offered Wednesdays and Fridays. Kadampa Meditation Center, Madison. meditationinmadison.org

9/21 9 a.m.

11TH ANNUAL BLACK WOMEN'S WELLNESS DAY

Black Women's Wellness Day is Wisconsin's largest health and wellness event created by black women, for black women. This event features an energetic and inspiring day of learning, networking and fun. Alliant Energy Center, Madison. blackwomenswellnessday.org

9/22 2 p.m.

TRANSFORMATIONAL LEADERSHIP

Explore positionality, systems of oppression, systemic racism and more through discussions, activities and film. This session focuses on exploring your own path to your own power. Social Justice Center, Madison. isthmus.com/ events/transformational-leadership

9/29 8 a.m.

RUN WILD

Run either a 10K or 5K at the zoo and tell us "Who are you running for?" Children can participate in the Wild Child Fun Run. Henry Vilas Zoo, Madison. henryvilaszoo.gov

riangleleft KIDS



Arts & Enrichment • Dance Day Trips · Paddling K-12 Afterschool Programs **Youth Sports Fitness Classes & Workshops!** Soccer · Adapted Sports **Adult Sports Leagues & Rec Play** Swimming and more!

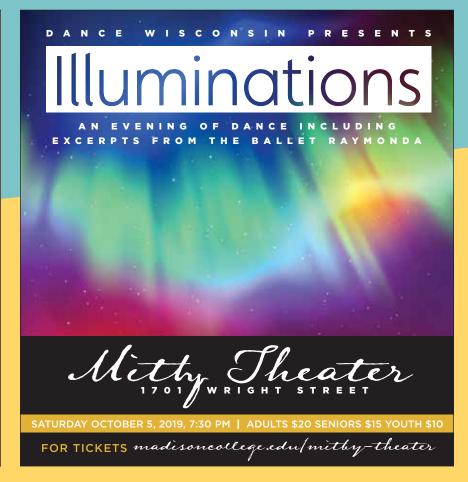
608-204-3000 or mscr.org











FIND THE GOOD AND PRAISE IT

United Madison gets out the message of how people can help

BY MEGHAN REISTAD NBC15 ANCHOR PHOTOGRAPHED BY VALERIE TOBIAS

THE TOP OF AN informational pamphlet Diane Hanson hands out about the nonprofit she founded in November 2016 reads, "There is more that unites us than divides us." And that's the message behind everything she does.

United Madison connected with staff at Lands' End to fill the need. And when Healing House, a shelter for homeless families recovering from a surgery, needed help with a logo, United Madison found a business to make it happen.

United Madison is making mental health a priority as well through a new positive service campaign that provides resources to belp people get started with seeking out care.

Hanson first started thinking about creating a nonprofit after Robinson's death. The young biracial man was shot and killed in 2015 by a white police officer in Madison-an event that spurred protests by the Black Lives Matter movement.

"I wanted to do something to bring people together during a divisive time and try to help lessen the disparities between us," said Hanson.

Now, almost three years later, United Madison advocates for and promotes good things happening in our community.

When The Beacon, a day shelter for homeless people, needed polo shirts for people to wear during job interviews,

Hanson says sometimes it is the other way around; businesses will reach out and ask how they can make a difference. Her team helps make the connections.

The nonprofit also provides positive service announcements, highlighting nonprofits and causes. Hanson has a background in media, including time at NBC15. Media partners match the investment value of the sponsored messages.

United Madison is making mental health a priority as well through a new positive service campaign that provides resources to help people get started with seeking out care.

"I know mental health is a significant issue and it does not discriminate. It impacts our schools, work, family and communities and is an underlying issue for many experiencing joblessness, homelessness and addictions. These PSAs will help people identify, learn what to do and where to turn in a mental health challenge or crisis," says Hanson.

Moving forward, she says there is interest from the Milwaukee area in a similar effort. She hopes to one day expand United Madison's reach, always with the goal of bringing people together.

It's about "neighbors helping neighbors," Hanson says.

unitedmadison.com



SEPTEMBER NONPROFIT EVENTS

9/12 6 p.m.

TASTE OF THE SOUTH: BOURBON AND BITES FUNDRAISER

Support year-round shelter services with the Friends of The Salvation Army at this event with southern-style foods, a live band, bourbon tasting, complimentary tasting glasses, a silent auction and more! Hawks Landing Clubhouse, Verona. one.bidpal.net/southernbites

9/25 4 p.m.

YAPPY HOUR

Bring your pup to High Noon Saloon's dog friendly patio and support a dog rescue. One dollar from every tap beer will be donated to Underdog Pet Rescue of Wisconsin. Also meet dogs up for adoption! High Noon Saloon, Madison. high-noon.com

9/29 10 a.m.

AUTISM SPEAKS

Walk to raise awareness for the autism community and raise funds for research and critical supports and services that help enhance the lives of people with autism. Register online at Autism Speaks. Warner Park, Madison. autismspeaks.org

Throw Like a Girl

One day, I came home,
And my mom told me,
That my uncle said
That your daughter throws like a boy.
And I took high offense.
It is not like boys throw bad,
Or run slow,
Or act stupid,
Or can't fight.
But I do not identify as a boy,
So it offended me,
'Cause I know,
That I throw like a girl.
If somebody asked me

How a girl throws, I would say That girls can throw far, Fast,

And accurate.

If somebody asked me
How a girl runs,
I would say
That girls can run fast,
Have great form,

And can run far without giving up. If somebody asked me
If I thought girls were smart,

I would say

That girls are smart,
Make the right decisions,
And could do anything with their brain.

If somebody asked me

How girls fight,

I would say

That girls throw hard and accurate punches, Kick in the right spots,

And win gloriously.

So,

If I threw

A ball

And you told me I throw like a girl

You would be dealing out

The greatest Compliment

Ever. -Jane Diane Corcoran

GIRL POWER

"I'm the fastest kid in my school," says Jane Corcoran, 10, who wrote this poem for a school assignment Her mom, Sita Powell, had to explain to Jane why people were surprised that she, a girl, ran the fastest mile at Gompers Elementary School. Jane's also a soccer player and says she loved watching the U.S. national team win the Women's World Cup in July. "Megan Rapinoe inspires me, as well as Crystal Dunn," Jane says of two of the squad's standout players, adding that she and Dunn play the same position.



SAVE UP TO 40% SALE STARTS AUGUST 21ST

ROALD DAHL'S MATILDA THE MUSICAL

OCTOBER 11-27

A CHRISTMAS CAROL

DECEMBER 7-22

IN THE CAPITOL THEATER

MOCKINGBIRD

FEBRUARY 22-MARCH 1

PETER PAN

MARCH 14-22

IN THE CAPITOL THEATER

BEAT BUGS:

A MUSICAL ADVENTURE

APRIL 24-MAY 10



Buy tickets at CTMTHEATER.ORG



ELEVATING LUXURY TO NEW HEIGHTS

Captivating exterior design lines, interior roominess and ample power give rise to the feeling of flight and a sensation that both soothes and excites.

Elevate life's journey in the all-new 2020 Lincoln Aviator





Learn more at Lincoln.com