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INSIDE |

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MADISON WOMEN'S
WEEKEND GUIDE

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**Be Nice to You: How the Practice of
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Thursday, November 14, 6:15–7:30 pm

Appreciation Intelligence: The New AI
with Roger Wolkoff

Monday, November 18, 6:15–7:30 pm

Connection & Intention: Zodiac Energy Collage

Thursday, November 21, 6:15–7:30 pm

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ON THE COVER

This lush Pumpkin Chai Layer Cake is brought to you by Annemarie Maitri, owner of Bloom Bake Shop in Madison. She graciously provided the recipe, too. You can find it on P. 55. Styled and photographed by Sunny Frantz at her Madison studio.





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Dates, artists, and programs subject to change



Michelle Johnson
Soprano



Mackenzie Whitney
Tenor

DEC

Fri. 12/13, 7:30 p.m.
Sat. 12/14, 8:00 p.m.
Sun. 12/15, 2:30 p.m.

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CELEBRATING TRAILBLAZERS

I'VE ALWAYS BEEN fascinated by scientific topics, which certainly reflect my deep interest in the natural world. But, I'll admit, science, math and tech subjects never came particularly easy to me. In high school, I always felt that my participation was actively dissuaded by the male teachers of those subjects.

To earn my bachelor's degree in environmental studies, I had to take physics, chemistry and statistics. And I passed, with the help of a very patient tutor who got me through subjects that seemed, at the time, insurmountable to understand on my own.

Thus my pivot to a long and successful career as a journalist, through which I could always immerse myself in the scientific subjects that caught my interest by simply talking to scientists, joining them out in the field and writing about what they said for the general audiences of the newspapers and magazines where I worked.

My best friend in college was a computer science whiz, and she used to look at me with slightly glazed-eyed bemusement when I'd tell her I couldn't possibly understand what she was doing. Today, she teaches the subject at a California university and travels the world to share her expertise with her colleagues.

She was a trailblazer when she was the only girl in our high school to take computer science, and she's a trailblazer today.

As are the amazing women in STEM fields that we feature in this month's edition. They each have encountered any number of barriers to success, not because they didn't have the chops to become experts in their fields, but simply because they are women.

Some are actively working to make women and other minority members of their science and tech communities feel welcomed. Imagine how much energy would be saved without having to jockey for a position based on something other than your abilities.

We applaud them for reaching out to pull other likeminded women up through the ranks.

As this edition hits the stands, many of us will be gearing up for the holidays and planning to host family members in our homes to reconnect and, of course, to share stories.

That's the subject of our feature "Remember Me," about the importance of documenting family stories. The piece offers lots of tips on how to get started chronicling the life and times of your family members so that the youngsters on down the line will be able to get to know them like you do.

It's a warm story for a special time of year. Happy holidays!

Marni

Marni McEntee
Editor-in-Chief



DON'T MISS | It's time for the annual Madison Women's Weekend, where you can shop, network, craft and try some fitness classes all weekend long. Join us Nov. 23-24 at the Alliant Energy Center. Details at madisonwomensexpo.com. (And don't forget to bring some feminine hygiene products to donate. See why in Delve In on P. 18.)

ASK THE EXPERT



THINKING ABOUT DENTAL INSURANCE?

ASK MOMENTUM INSURANCE PLANS

Q How do I know what type of dental insurance coverage I need?

It is always best to discuss your unique situation and needs with a licensed insurance agent. The agent will help you evaluate your overall dental health and look at plan options that best fit your needs and budget. You can select a plan that covers your two preventive dental visits each year or more comprehensive plans that cover crowns, root canals and bridges.

Another factor to consider is whether to get individual or family coverage. If you have children, their dental health is very important. At age 3 they should begin brushing their teeth with a small amount of fluoride toothpaste (under supervision) and start seeing a dentist on a regular basis. The dentist and hygienist will provide some tips to help make brushing teeth fun. Developing good habits at an early age will benefit your child throughout the rest of their life.

Q What if my employer already offers dental insurance, should I still compare other options?

That would depend on how the plan your employer is offering works for you and your family. Most employer plans provide excellent coverage, but if the plan results in paying a lot of money out-of-pocket, it might make sense to see if you can improve your coverage by adding an individual or family plan. A licensed agent can help you evaluate the cost and benefits to see if it would benefit you.

Q What if I want to keep seeing my current dentist?

Momentum Dental Insurance is owned by the dentists of Dental Health Associates of Madison. They have seven clinics in Madison and over 35 dentists to choose from. In addition to the Dental Health Associates clinics, Momentum has a nationwide network that your current dentist may already be participating in.

Q How long does it take to get Momentum Dental Insurance?

You can enroll in a Momentum Dental plan that can start as early as the first of next month. The actual process of enrolling only takes about four minutes on our website momentumplans.com.

Q What if I enroll in a plan, but later move or my employer decides to offer coverage?

Momentum, unlike many other carriers does not lock you in to a 12-month contract. If your situation changes after you enroll in one of our plans, just send us an e-mail with the date you want to cancel your coverage. It is just that easy. If you move but are still a Wisconsin resident, you can continue to use your Momentum Dental benefits. Just contact us with your new address and we will provide you a list of providers in your new location.

Q Why should I consider purchasing a dental insurance plan?

Too many people go without dental insurance. Whatever the reason, this is a serious problem. Dental insurance allows you to get the care your teeth need without paying outrageous prices. People without dental insurance often forgo their twice-yearly preventative check-ups to save money. These check-ups are essential in preventing major dental problems from developing and, in the long run, can save patients thousands of dollars.

The value of dental insurance goes beyond just maintaining your oral health. With regular dental care, your dentist may also be able to catch signs of diabetes, leukemia, heart disease, oral cancer and other serious diseases before more obvious symptoms appear. For many of these diseases, subtle symptoms appear in the mouth first. Other diseases, such as heart disease, can actually be caused by bacteria that originates in the mouth. Regular professional dental cleanings may prevent a serious disease or catch it early enough for you to receive treatment before it gets worse.



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"A HIGH SCHOOL ATHLETE'S LEGACY LIVES ON," P. 67

Isabel is a morning anchor for NBC15 News. Northwestern University brought the East Coaster to the Midwest, but she stayed for the cheese curds.

KATY MACEK

"ENJOY THE HOLIDAYS AWAY," P. 58

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 coffee shops.

EMILY MCCLUHAN

"GAME ON!" P. 36

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.

HYWANIA THOMPSON

"MAKING GREAT FIRST IMPRESSIONS," P. 13

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

GRACE TIMMERMAN

"ITALY SHINES THROUGH AT BAR CORALLINI," P. 56

A graduate of the CIA Greystone, Grace spent her teens working at Madison staples Vin Santo and L'Etoile. She's passionate about food, wine and travel.

ARTISTS

KAIA CALHOUN

"MAKING GREAT FIRST IMPRESSIONS," P. 13

Kaia is a photographer that sees the beauty in life all around her all the time. Her goal is to capture her client's authentic beauty.

SUNNY FRANTZ

"LUXE LAYERS," P. 17; "ITALY SHINES THROUGH AT BAR CORALLINI," P. 56

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

HILLARY SCHAVE

"THE CHANGING FACE OF SCIENCE," P. 42

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

"GAME ON!" P. 36

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

"ALL IN FOR FALL," P. 25

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

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CONNECT



PHOTOGRAPHED BY ANN CHRISTIANSON

COLORFUL CROSSING | A tunnel that was dark and felt unsafe to the dozens of students who used it each day to cross under busy East Washington Avenue to school has been transformed into a safe, art-filled space thanks to an effort led by Hawthorne Community School. With the help of Dane Arts Mural Arts, Hawthorne's art teacher Julie Olsen, students and other community partners, the tunnel from the Truax neighborhood is now home to colorful, kid-inspired murals.

BRAVA EVENTS



11/20 | 8 a.m. - 12 p.m.

BRAVA THRIVE CAREER WORKSHOP

Learn how to polish your first-impression skills with leadership expert Susan Young at this energizing workshop that will leave you with tangible methods to create strong relationships and have the confidence to put your best foot forward from the get-go. *Promega BTC Center, Fitchburg. Register at BRAVAmagazine.com.*

11/23 - 11/24 | 10 a.m. - 4 p.m.

MADISON WOMEN'S WEEKEND

Shop for holiday gifts, bust a fitness move, enjoy a craft and spend the weekend with your girlfriends at this annual event—now in its 21st year. *Alliant Energy Center, Madison. Register at madisonwomensexpo.com.*

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BRAVA-SPONSORED EVENTS



11/7 | 11:30 a.m. - 1:30 p.m.

ATHENA YOUNG PROFESSIONAL AWARDS

Celebrate Dane County's emerging young female leaders at this Business Forum event to honor inspiring female professionals who serve as role models for young women personally and professionally. *Madison Club, Madison. Register at thebusinessforum.org.*

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MAKING GREAT FIRST IMPRESSIONS

Susan Young will show you how

BY HYWANIA THOMPSON

SUSAN YOUNG SAYS she was born with a servant's heart and loves making a positive impact on the world. "It's easier for me to give than to receive," says Young.

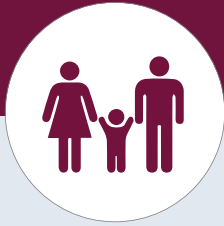
And she lives up to it. Young doesn't hesitate to support others. Whether it's mentoring, planning friends' birthday parties or helping someone in need, she's there. "Every ounce of that woman thrives in bringing beauty to this world," says Cheri Neal. Neal met Young at the National Speakers Association—Wisconsin Chapter and sought out Young as a mentor. Neal says her life has transformed in the three years she's known Young—a speaker, author and founder of Susan Young International. She helps companies and organizations create positive change for positive impact.

Young spent many years working in real estate in Florida before retiring in her late 30s to become a full-time mom. While raising her children, she created self-esteem programs to empower children for success. Young designed 12 different trainings and received corporate sponsorships to put her program in schools. Then a Fortune 300 company recruited her to be an agency manager. Young began giving talks to law firms, title companies and others, using her speaking as a marketing tool to grow her territory. This work was a natural fit for Young, who says she's been studying self-help and personal development for 40 years. "It's always been a great passion of how we can live our best lives," she says. In 2000, Young decided to start her company and began speaking full time.

When Young moved to Madison five years ago, she didn't know anyone. As she began making friends, Young says she not only wanted to make a positive

PHOTOGRAPHED BY KAIA CALHOUN

Susan Young



***“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*

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2. Keep the person SAFE. Move or guide away from harmful objects.
3. Turn the person onto their SIDE if they are not awake or aware. Put something small and soft under the head, and loosen tight clothes around the neck.

Learn more at epilepsywisconsin.org.



END EPILEPSY



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Let Susan Young walk you through the eight strategies for making a positive first impression at BRAVA's THRIVE Career Workshop Nov. 20, 8 a.m.–noon at the Promega BTC Center in Fitchburg. Register at BRAVAmagazine.com.

first impression, but also thought about what impressions folks were making on her. “When you make a fantastic first impression, you have the opportunity to create amazing friends,” Young says. Young began to notice why some people impress us and some don’t. She says she took a deep dive into this, which she breaks down in her book, “The Art of First Impressions for Positive Impact” In the book, Young provides eight strategies to make great first impressions and foster strong, trusting relationships. “The number eight is infinity, it’s all encompassing,” says Young, “so is the art of first impressions for positive impact”

Young doesn’t just speak on the value of being positive and changing your mindset, she lives it. Neal says she’s seen Young hit by some of the most debilitating circumstances. “The way she handles life, she is always looking for how to make it better, not wallowing in the ‘why me’s,’” says Neal. “The joy that comes from thinking of others instead of yourself makes life so much more flavorful,” Neal says of what we can learn from Young.

Young is driven by connection. “When I feel connected with others authentically, with love and respect, that gives me great fulfillment,” Young says. “When I’m connected, all things in life work better.” 🌸

THRIVE

WINTER WARMERS

Ward off winter's icy drafts in colorful, versatile style with a luxe blanket scarf.

See BEAUTY + STYLE, P. 17.

PHOTOGRAPHED BY SUNNY FRANTZ

Above: LAmade Zingo Scarf in Burnt Brick and Legion Blue, \$42; Cosa Boutique, Fitchburg.

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At Dental Health Associates of Madison (DHA) it is our mission to provide the highest quality compassionate care. DHA is a patient-centered, full-service dental group 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. Our orthodontic specialists provide quality, caring treatment for children, adolescents and adults. 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 including Second Harvest Foodbank, Boys and Girls Club, Madison Children's Museum, American Family Children's Hospital, Special Olympics and many more. We care about our community and those that we share it with.



(L-R) LAURIE, STACEY, DR. JIM TAUSCHEK, TAYA, KATHY, TRACY

Maple Grove Dental

Maple Grove Dental is a family-oriented dental office conveniently located on McKee Road (at Maple Grove Drive adjacent to Walgreen's) near Verona and Fitchburg. Celebrating our 20th anniversary, we pride ourselves in providing high-quality care in a gentle and compassionate manner, for patients of all ages.

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LUXE LAYERS

CHILLY OFFICE SPACE got you down? Drafty movie theater putting a damper on date night? Drape a plush blanket scarf around your shoulders for a winter warmer that's both stylish and functional. From a casual scarf to an elegant evening wrap, blanket scarves can be styled and folded in so many different ways, taking your look from carpool to coffeshop to cocktails in a snap. So, don't despair at the shorter, chilly days upon us once again. Instead stay cozy, comfortable and colorful wearing your own mini-blanket. -Annie Rosemurgy 🌸



PHOTOGRAPHED BY SUNNY FRANTZ



Above from left: Chocolate Cheetah Scarf, Houndstooth Scarf, \$34 each; Luceo Boutique and Styling Co.

Left from top: Beth Plaid, \$36, Beck Plaid, \$38; Evereve. LAmade Zingo Scarf in Burnt Brick, \$42; Cosa Boutique. Blue Tie-Dye Jean Scarf, \$40; Cloth and Metal Boutique. LAmade Zingo Scarf in Legion Blue, \$42; Cosa Boutique.



FIGHTING MENSTRUAL INEQUITY

Local women collect
feminine hygiene
products for the cause

BY KATY MACEK

EDGEWOOD COLLEGE SENIOR

Natasha Sichula still remembers her embarrassment and anxiety when, at 15 years old, she got her period and had to use a sock to absorb the blood.

Not having adequate menstrual supplies affected her confidence in school, says Sichula, who grew up in Mufulira, Zambia. “I wouldn’t talk because I’d be thinking, ‘I hope I’m not bleeding through my uniform.’”

Sichula’s experience isn’t unique. Most girls feel a sense of anxiety as their period begins.

But imagine not being able to pay for products to keep it under control. Any woman living in poverty (13.1% of the U.S. population, according to the U.S. Census’ 2018-19 Current Population Survey) may

be subject to having to choose between buying food or feminine hygiene products.

That choice is being made right here in the Madison area. The local chapter of the international women’s organization Zonta Club realized there is a deep need for period products after it queried 30 local organizations and school districts and learned that some girls even skip school during their periods because they can’t afford feminine hygiene products.

Michele Volsberg, chair of Zonta’s communications committee, says that prompted Zonta to act.

“People were quite outraged by the fact that in 2019 girls are missing a week of school because they don’t have period products,” Volsberg says.

“Bring the Basics. Period.” is Zonta’s yearlong campaign to put donated feminine hygiene products in schools and local agencies. It kicks off with a period product drive at the Madison Women’s Weekend, sponsored by BRAVA Magazine, Nov. 23-24 at Alliant Energy Center.

The campaign will team up with 100 Zonta Champions—100 people who pledge to each collect 100 period products.

“This is not a choice; women have to have their period,” Volsberg says. “It’s very difficult to go to work or school if you don’t have the supplies when you have your period. They can’t be their best selves and do their best work.”

It’s a start to end menstrual inequity. Elsewhere in the community, other young women are getting involved.

Sichula remembers her first period experience so vividly, she says, that it spurred her to start a movement. At Edgewood College, she founded Her Empowerment Race Zone, a movement to eradicate period poverty around the world. She originally pitched HERZ during a college competition, which she won and received \$1,000 to put toward her endeavor.

With that money, she bought sewing machines in her home country for girls to sew their own reusable sanitary pads, and she’s teaching female students at



**Get FREE ADMISSION
to the Madison
Women's Weekend
when you bring
feminine hygiene
products to donate
from 10 a.m.-12 p.m.
on Sunday, Nov. 24.**

madisonwomensweekend.com

Edgewood to do the same.

In the Madison Metropolitan School District, James Madison Memorial High School junior Maggie Di Sanza is working with the administration to provide free sanitary products in all women's restrooms at the schools. She so far has them in every bathroom at Memorial High School.

Through her blog "Bleed Shamelessly," which started as a school project, Di Sanza has formed a community of students and experts who are working to provide education on menstrual health, access to feminine hygiene products and to promote conversations about periods.

They currently are working on a letter-writing campaign to area businesses to ask them to stock their bathrooms with sanitary products.

Volsberg hopes all their efforts have a longstanding effect.

"I hope there is no woman or girl who is held back from work or school or any other opportunity because they are sitting home due to lack of basic products," she says.

That's how it should be. Period. 🌸

zontaofmadison.org;
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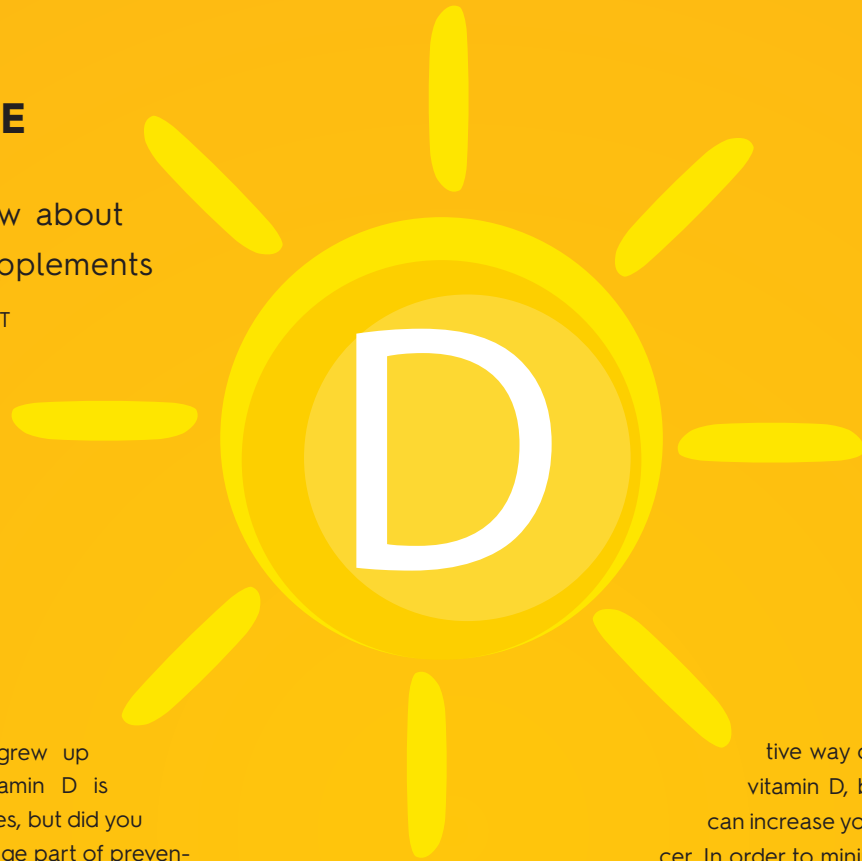
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THE SUNSHINE VITAMIN

What to know about vitamin D supplements

BY ADDIE RADANDT



MOST OF US grew up knowing that vitamin D is good for our bones, but did you know it's also a huge part of preventive health care? "Vitamin D deficiencies could increase the risk for certain cancers, like colon and breast cancer. We know that folks that are deficient in vitamin D have two times the risk of multiple sclerosis," says Dr. Amanda Preimesberger, a family medicine physician at SSM Health.

Being deficient in vitamin D can also have an effect on mental health issues such as depression or dementia. Taking a supplement can help prevent those issues, but it's still important to remember that vitamin D isn't a cure-all. According to Preimesberger, if you're someone who suffers from these diseases but your vitamin D levels are already normal, there really isn't evidence that taking an extra supplement will make much of a difference.

"What we know primarily is the effects of low vitamin D. The hard part is that it's less clear what the optimal level is," she says.

The only way to know what your vitamin D levels are is through blood testing, but unless you are already at risk of being deficient, you generally do not need to be tested. "Always talk to your physician" Preimesberger says, "It's a pretty expensive test that's not always covered well by insurance."

Getting 15-20 minutes of sun exposure a day is an effective

way of getting enough vitamin D, but too much sun can increase your risk of skin cancer. In order to minimize your risk but still get a sufficient amount, Preimesberger

highly recommends that everyone take a vitamin D3 supplement. Vitamin D3 is the preferred form because it's the most easily absorbed and has the longest shelf-life. Those aged 1-70 should be getting around 600 units a day; those 71 and older should be getting around 800 units a day, while infants should be getting around 400 units a day, says Preimesberger.

"For infants, we recommend supplementation because they're not out in direct sunlight often and there's not a lot of vitamin D in breast milk," she says. Although formula is fortified with the vitamin, it still may not be enough. "We know that by supplementing infants with vitamin D we can lower their risk for things like Type 1 diabetes by as much as 30% later in life," states Preimesberger.

However, she also warns about the dangers of taking an excessive amount of vitamin D. Although some recent health trends have been promoting the sunshine vitamin as a universal panacea, Preimesberger says that there's a downside in getting too much. "Vitamin D is a fat soluble vitamin, so more is not necessarily better if you're already normal, because your body can store it long term in fat tissues, and it can actually become toxic." 🌻

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Clockwise from top: 11-inch Folded Paper Tree, \$14; Décor, Fitchburg. Folkland Plates, Set of eight, \$110, Feather Garland, \$20; Fontaine Home, Middleton. Pine Botanical Prints, \$46 each; Willow Creek, Madison.



ALL IN FOR FALL

PHOTOGRAPHED BY SHANNA WOLF

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Left to Right:
Pinecone Poetry Tea Light Holder, \$12; Willow Creek, Madison. Polyrasin Boa Vase, \$84; 16-Inch Twig Wreath, \$26, Décor, Fitchburg. Mole Hollow Candle Sticks, \$6; Fontaine Home, Middleton.

For what could be more fall-like than woodland scenes, prints of the delicate detail of coniferous tree branches or a wreath made out of twigs? They all make it easy to bring the outside in this season. —Marni McEntee 🌸



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SATURDAY, NOVEMBER 23

MAIN STAGE

Learn how to channel your mojo toward positive change!

10:45 A.M.

Win A Makeover: Announcing the lucky winner of our beauty makeover!
Lev Apparel, Au Faite and Starfish Project

1 P.M.

Pitches & Notes: Women's a capella performance

2 P.M.

Reveal of our beauty makeover winner!
Krystle Marks, Lev Apparel

2:15 P.M.

Love in, Lies out - A Body Positive Experience
Krystle Marks, Lev Apparel

3:15 P.M.

Every Body Is Different: Understanding body composition weight and health at every age
Carol Wilkes, Princeton Club

HEALTH & FITNESS STAGE

Cultivate a fit life with pro wellness tips!

10:15 A.M.

GRIT: High Intensity Interval Workout
Rob, Princeton Club

11 A.M.

Power Flow Yoga
Amanda Boerboom, Princeton Club

11:45 A.M.

Belly Dance/Zumba Total Fitness Class
Ghadeer Alaffi, Group Health Cooperative of South Central Wisconsin

1:45 P.M.

Orangetheory Fitness Class
Kelsey Stamm, Orangetheory Fitness

3:15 P.M.

WERQ: Cardio Dance Fitness Class
Monica L. Avila, Princeton Club

CRAFT BAR

Let your maker spirit shine during this crafting blitz!

10:15 A.M.

Holiday Signs
Lisa Dally, Hammer & Stain
Cost: \$10 per person

11:45 A.M.

Cookie Decorating
Dawn Cottingham, Cookies By Design
Cost: \$5 per person

1:45 P.M.

Printmaking Greeting Cards
Bonnie Schetski, Madison School & Community Recreation

3:15 P.M.

Paint for the Joy of It!
Bettina Madini
Cost: \$10 per person

SUNDAY, NOVEMBER 24

10:45 A.M.

Win A Makeover: Announcing the lucky winner of our beauty makeover!
Lev Apparel, Au Faite and Starfish Project

11 A.M.

UW MadHatters: A capella performance

2 P.M.

Reveal of our beauty makeover winner!
Krystle Marks, Lev Apparel

2:15 P.M.

Love in, Lies out - A Body Positive Experience
Krystle Marks, Lev Apparel

10:15 A.M.

7 Tips for Staying Healthy through the Holidays
Ryan Campbell, Anytime Fitness

11:45 A.M.

Belly Dance/Zumba Total Fitness Class
Ghadeer Alaffi, Group Health Cooperative of South Central Wisconsin

1:45 P.M.

Orangetheory Fitness Class
Cassie Visintainer, Orangetheory Fitness

10:15 A.M.

Terrariums with Plant Nite
Andrea Witt, Plant Nite
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11:45 A.M.

Terrariums with Plant Nite
Andrea Witt, Plant Nite
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Holiday Signs
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3:15 P.M.

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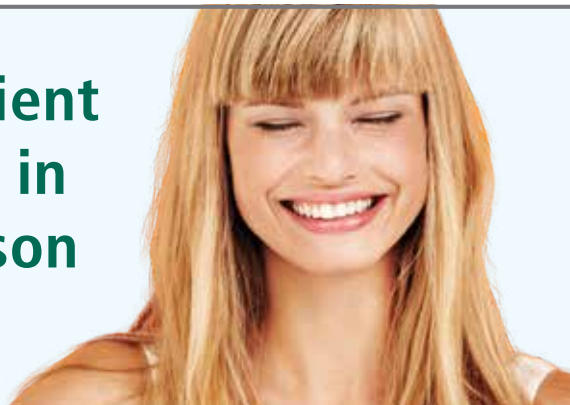
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NOVEMBER 20, 2019



Susan Young is the Founder and CEO of Susan C. Young International, LLC, where she delivers dynamic keynotes and educational workshops, inspiring leaders and teams to create POSITIVE CHANGE for POSITIVE IMPACT.

Susan serves as the President for the Wisconsin Chapter of the National Speakers Association, earned her master's degree in Human Performance Technology, and is the author of two books: Release the Power of Re3 . . . Review, Redo & Renew for Positive Change & Transformation and The Art of First Impressions for Positive Impact . . . 8 Ways to Shine Bright to Transform Relationship Results.

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GAME ON!

WOMEN ARE THRIVING IN THE LOCAL GAME DEVELOPMENT SCENE

By Emily McCluhan

Photographed by Valerie Tobias



ILLUSTRATED BY ANN CHRISTIANSON

Amber Holkenbrink, senior designer at Raven Software, remembers asking her dad to help her learn how to read when she was 5 years old so she could play “Legends of Zelda.” Then, after spending years playing Nintendo games with her brother, she was officially hooked on video games when “Perfect Dark” was released.

“The protagonist in that game was actually a woman and she was a badass. And I thought, ‘wow, this is very different from the Barbie game that we rented at Blockbuster,’” she says.

But even when she stepped on the campus of the Illinois Institute of Art in 2004, game design wasn’t something she’d considered. She had dreams of working on Disney and Pixar movies. When she was offered an internship at a small game design studio doing user interface work, she decided to try it out. She ended up spending 10 years at that studio and fell in love with creating user experiences and graphic design in video games. Eventually, she sought out something bigger and landed at Raven Software in Madison, which is known as one of the top cities in the nation for game development companies.

In the past couple of decades, the landscape of games and game development has changed at lightning speed. Gaming competitions have evolved from the gaming parties of the 1990s, where gamers would haul their desktop computers to the same room and connect them, to eSports, a half-billion-dollar industry for video game competitions that fill large arenas. Sitting solo in a room or with friends playing games on a console still exists, but the rise of mobile phones as a gaming platform has become just as mainstream.

As games have gotten more diverse, so have the people consuming them. A recent statistic from the Entertainment Software Association shows that 46% of gamers are female, yet the industry that creates the games continues to be a male-dominated world, often clouded by a “boy’s club mentality.” The 2017 International Game Developers Association Developer Satisfaction Survey showed that only 21% of game developers are female. This is on-par with women in STEM roles, but the push to recruit and retain women in game development is growing.

There have been well-publicized setbacks, like so-called Gamergate, in which Boston game developer Zoë Quinn’s disgruntled ex-boyfriend caught the attention of Internet trolls and harassment influencers by claiming that she’d slept with a gaming site’s writer, even though the writer hadn’t reviewed her games. Twitter bots and angry male gamers piled on, going after women in the industry. Quinn was plagued by explicit rape and death threats and driven from her home, and the rampant misogyny meant that taking a stand against harassment in gaming could land you on a list resulting in doxing (the practice of broadcasting private information on the Internet about an individual), hacking attempts, or worse. Five years later, the harassment is still common, but female and other diverse voices are louder.

Rhea Vichot, assistant professor in the Media and Game Development program at UW-Whitewater, studies how online game players communicate, and the cultural, social and political impact of games. She believes much of the behavior exposed through Gamergate is related to the “gamer” identity.

“The short answer is that there is a

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—2017 International Game Developers
Association Developer Satisfaction Survey

very vocal, motivated minority of self-described gamers who have built their hobby as some kind of all-consuming identity and boys-only treehouse club,” she explains. “This community has done a lot to openly harass and intimidate women developers, journalists and media critics and academics for simply being visible.”

She likens it to the backlash against the female leads in “The Last Jedi” and “Captain Marvel” movies in recent years fueled by men who have built their identity around being a “Star Wars” junky or comic book expert trying to protect the status quo of those worlds.

“[It’s] anything that challenges their group identity of what a ‘gamer’ is and they feel it needs to be corrected,” Vichot says.

When a Pastime Becomes a Career Path

Many feel the solution is to continue building diversity and equality in the world of gaming, as well as game development. Some women who end up

in this industry stumble on game design without ever thinking of it as a career path. Iva Ivanova, an immigrant from Bulgaria whose parents expected her to find a financially stable job when they moved to the U.S. in 2013, came across Madison College's animation program in 2015 and was hooked.

"I could no longer picture doing anything else," Ivanova says. "I had never stopped to think that game art and digital drawing was something I could do as a career."

Ivanova was hired at Gear Learning, a game development studio at the Wisconsin Center for Education Research through UW-Madison, after completing an internship there.

"At Gear, you have the opportunity to be a Swiss Army Knife. If you want to do something outside of your comfort zone you can, like this year I'm getting into sound effects. This is the end-all be-all career choice for me. I can't imagine doing anything else," she says.

Allison Salmon was raised with computers in her house in the '80s and '90s, learned programming in high school and even owned a gaming



Allison Salmon

center on State Street as she earned her computer science degree at UW-Madison. She thought about game development as a career option but was never sure how to break into it. That's until she was laid off from her first job



Mary Romolino

in 2000 doing special effects at a small startup company.

"I was hunting for a job and had an interview with a programmer at a microscopy company who had a brother who worked at Raven Software," she recalls. "He said to me, 'I don't think you'd really be a good fit for this job, but do you want to apply over at Raven?'"

She jumped at the chance, landed a role as a developer at Raven and spent the next 10 years there. Now she's a developer at Flippfly, a small independent studio in Monona.

For these women, having the bravery to try something they'd never done was the first hurdle to getting into game design. Sheryl Sandberg, Facebook's chief operating officer, quotes a statistic in her book "Lean In" that states men apply for a job when they meet only 60% of the qualifications, but women apply only if they meet 100% of them. This is common across industries, but especially apparent in STEM jobs where women are vastly underrepresented.

"My advice to people is always 'just apply,'" says Salmon who has been in the industry now for almost 20 years. "Like other industries, the game industry puts out these job postings that have a laundry list of things. And that's their wish list. I've done a lot of talks and panels and young women will show me their resumes and ques-

tion if they're qualified for any job in the industry. Often they're more qualified than most of the male candidates."

Raven Software's Holkenbrink says her proudest accomplishment in the industry is having the fortitude to push herself into something bigger.

"Doing the scary thing of leaving a place that I've been at for 10 years to find something that was more fulfilling is something I'm really proud of," she says. "I absolutely love my team from my last job, but at a larger company I work with and for a group of people who have all these other experiences, and they have expectations for me that I never had for myself."



Iva Ivanova

Salmon also points out that game development and design is a creative industry and it's critical to hone your craft, no matter what part of the industry is of interest, from programming to animation to sound design.

"Just doing it more, even on your own, seeking out other people who are doing it and getting feedback on your craft, and producing more. It's necessary, and then you can use that to apply for jobs," says Salmon.

Creating a Safe Space for Marginalized Groups

This underrepresentation in the industry has sparked local women and other marginalized groups to create their own safe places for discussion

and feedback in Madison's booming game development scene.

Katherine Stull, community manager at Human Head, remembers what it was like being isolated as one of the only women in the Media and Game Development program at UW-Whitewater in 2012, and even in the local games industry now. So, she started FemDev, a group to bring women together in the Madison area to meet up, network and do what they love—create games. Stull recently rebranded the group to Pixel Picnic to include others of diverse genders working in the game industry.

"It's a great place to be able to talk about the things we love without fear of judgment or condescension. It's just an uplifting environment and a great sounding board," she says.

She's also the vice chair of the Wisconsin Games Alliance, a group focused on promoting Wisconsin as a premier site for game development and design. By having a female voice involved, she hopes that developers from the coasts will recognize Stull's efforts toward greater inclusion.

Most of the women BRAVA spoke with said they are fortunate to not have experienced the type of online or workplace harassment that has come to light in the years during and since Gamergate. But they do feel the "no girls allowed" mentality when they play online.

Vichot still loves losing herself in games but knows what to do to keep it enjoyable.

"'Activision-Blizzard' has had a difficult time with their character-based shooter game 'Overwatch' because, while they have taken pains to create interesting, diverse characters with rich backstories for a relatively fast-paced game, many women, including myself, can't communicate over voice because the second you open your mouth it tends to be an invitation for male players to harass or up the trash talk to personal attacks. It goes back to that same root of the gatekeeping impulse," she says.

Does this behavior ever deter these women from being in an industry that is slow to drive diversity and equality? Stull says that having opportunities like being a community manager helps highlight that most of the derogatory behavior comes from a small minority.

"I was in college during Gamergate and it made me afraid to talk to other gamers. But my job by default is all about speaking with them so just having to combat that hurdle has been good," she says.

In Salmon's tenure in the industry she has rarely felt discriminated against because of her gender, but recalls times at industry events where she was assumed to be someone's wife or girlfriend, and

not a game developer. She also notes that while studios are doing a better job of giving women opportunities, retention is still a challenge.

Workplace Culture and Employee Retention

A problem that has historically plagued the game development industry is rolling layoffs, sometimes tied to a crunch period, where employees work 60-100 hours a week to push



toward a big release deadline. After that release, or as direction shifts, studios may lay off large chunks of teams. Salmon experienced this at Raven Software in 2010. She says even though the company handled the layoff well, it made her question if she should stay in the industry.

"It was a question of 'do I want to stay in games, and more so, can I stay in games in Madison?' I didn't know what was out there," she says.

She was surprised to find that even almost 10 years ago, there were many opportunities in the area, ideal for her young family that wanted to stay in Madison.

While crunch periods and layoffs are still a concern, these local game designers agreed that their employers put a strong focus on work/life balance. Holkenbrink, a current Raven employee, notes that they've added a paternity leave equal to maternity leave, and she hasn't seen any retribution for people that need to leave work at a normal hour for their kids' baseball games.



Katherine Stull

To completely avoid the crunch periods (when salaried employees are often not compensated for overtime), there is a growing voice for unionization, similar to other creative industries like filmmaking. Organizations like Game Workers Unite sprung up in the last year and sessions on unionization at the Gaming Development Conference fill breakout rooms to overflowing. These groups are pushing the idea at a grassroots level, studio by studio. But some female employees say those who stand up for the cause risk retaliation by their employers.

Beyond fair hours, Holkenbrink says that Raven makes a big splash for International Women's Day and Pride Month to support their diverse employees, as well as a Lean In circle for female employees.

"We discuss things like imposter syndrome, career development and biases that we have about ourselves," she says. "It's great because the percentage of the women at the company is low compared to the men and we're spread out across different departments, so we never get to see each other. It's awesome to connect."

Salmon found a good balance for her lifestyle at the smaller indie studio, Flippfly. The demands are different than at a large studio and she has more flexibility and freedom for using her passion and skills.

The future will tell how women and others of diverse genders adapt to this evolving industry. For students like Liz Beine, a senior in UW-Whitewater's Media and Game Development program, there are concerns about crunch periods and finding a job, but she knows this industry has potential for a real career.

"All the games that are being produced right now are so exciting and it makes me think, 'oh, I want to create that someday.' Not one game looks exactly like another and there are so many artistic styles and that is really cool," Beine says.

She also notes that the skills she's

learning in the program can easily be expanded into other industries like movies and animation, giving her (and her parents) confidence in her program choice.

Women Are an Emerging Market

According to WePC, a website with resources for people building a gaming computer, the video games market is expected to be worth over \$90 billion by 2020, meaning more job opportunities for women like Beine. And as the market expands, how gamers consume games is changing. The world of eSports has a global fascination, but in the U.S., it is gaining professional sport-like following. Nine states recognize eSports (or competitive video gaming) as a varsity sport in high

schools, and 130 colleges have eSports programs, giving away more than \$15 million in scholarships. So far, Wisconsin has not joined their ranks.

In this arena as well, women are vastly underrepresented but there is a recent push to get more females involved. The global eSports organization GenG recently partnered with Bumble, the dating app, to create a community for female gamers and fans. Given the large female base of gamers, these groups see women as an untapped fanbase and hope to give women a place to feel welcome and confident in their gaming skills.

Other groups like the Girl Gamer eSports Festival are vying for the same participants. While some players question if an all-girls focus is a detriment to advancing women (since



**The video
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—WePC.com

all you need to play are two hands and a brain), others feel an all-girls tournament could draw more females into the mix.

Other growing areas of the game development industry include educational games. Mary Romolino isn't a self-described gamer, but after many years in the world of marketing and advertising, she stumbled on the idea of using games to change behavior.

"We were making TV commercials and radio commercials and brochures, and I thought, 'oh my gosh, games are so much more powerful than all of those things,'" she says.

What she quickly found is that the talent needed to create games is not the talent typically found inside an ad agency. So, she and her husband, an app developer, decided to launch Acme

Nerd Games in 2015.

"The whole idea is that we're a B2B game development company," says Romolino. "Let's work with businesses to create games that are not only good for the business, but are also good for the customers and prospects as well to drive engagement and retention."

She says that being a female gaming company owner is not the challenge, but convincing people that games can educate and change behavior has been, although she sees her younger clients grasping the concept quickly.

Holkenbrink agrees.

"The women that are coming into the industry now...have so much less of the cultural influences around what's considered 'unladylike' or expectations of what girls 'should' be doing," she says. "And it's the same for the younger men. They're more aware of the inequities, and the conversations are more comfortable than even 10 years ago."

Vichot sees this new generation of female game designers firsthand as the instructor for the introductory course in UW Whitewater's Media and Game Development program. Part of that course is computer programming and she watches women come in leery of programming, unsure of the wall of text and numbers.

"But they get really excited to see that programming is not this scary thing. This is a tool to build things. And I think it's really important to get people the access and the space to be able to try things out in order to help remove the larger cultural stigmas about women in technology that sometimes they don't have the aptitude," she says.

While the online gaming and eSports communities may have an uphill battle still, equity in game development is up for grabs as women find their voices and their seats at the table, with a goal to become respected peers instead of the marginalized few. 🌸

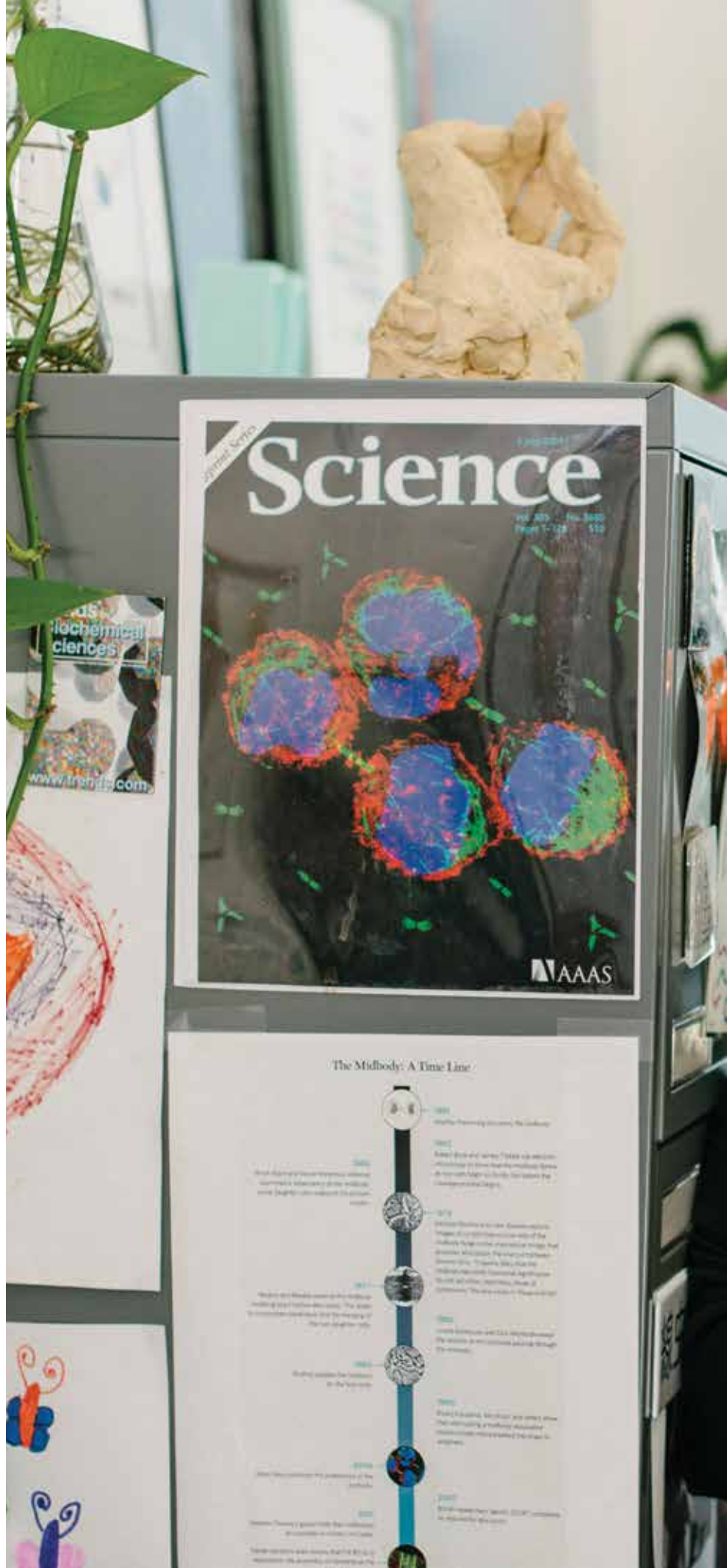


The Changing Face of Science

Women are gaining ground in **STEM** fields at UW-Madison, and pulling up those behind them

BY JULIA RICHARDS

PHOTOGRAPHED BY HILLARY SCHAVE





*UW-Madison
Geneticist Ahna
Skop, next to a
cover of Science
Magazine,
featuring her
research into
cell division.
Artworks
Skop created
of enlarged
photographs
of her research
subjects hang in
the lobby of the
Genetic/Biotech
building on the
UW campus.*

Amy Barger has access to some of the most powerful telescopes in the world. The UW-Madison astronomy professor ponders questions about the evolution of the universe from her cramped, sparsely-decorated office in Sterling Hall. She's personable and unassuming, but her enthusiasm comes through as she recounts staying up all night observing the night sky with new technology—a submillimeter bolometer array. The equipment observes the universe in light with wavelengths that are roughly 1,000 times longer than visible-light wavelengths, so astronomers can study objects in space in much greater detail than before.

"It was very exciting because I showed up at Hawaii before this instrument was put on the telescope, and as soon as it was on the telescope I got to use it," says Barger. "And we indeed discovered a new population of galaxies that hadn't been seen before. ...So it was exciting, heady times when you're opening a new field."

When Barger was hired in 2000, she was only the second female faculty member in astronomy. Now the department of 11 members is nearly at parity. This is unusual for the field, she says, but department leaders have appreciated having women on the faculty and try to make sure women are well represented on the short list when positions come open. Barger says that in addition to having excellent scientific abilities, the female faculty members have been especially engaged. "I think there's just a lot of dedication to improving the department atmosphere and helping the students and so forth," she says.

Barger is just one of many impressive women in science, technology, engineering and math (STEM) fields at UW. Some have won prestigious grants and awards and have had their leadership recognized at the nation's highest level. As genetics professor Ahna Skop



Amy Barger

puts it, "There are big, heavy-hitter women that are changing the face of science that are on this campus."

Yet women, particularly women of color, are still underrepresented in STEM fields at the UW, as elsewhere. As of 2018 women accounted for just 17.5% of faculty in physical sciences and 34% in biological sciences, compared to 45.5% in the social sciences and 49.2% in humanities, according to the Women in Science and Engineering Leadership Institute website.

Several of the women profiled here are working to improve diversity and gender equity in STEM fields. And they go about tackling the problem like the scientists they are: thinking systematically, identifying variables, making hypotheses, testing them, revising and applying their findings.





Amy Wendt

Overcoming Bias

Electrical engineering lags behind other branches of engineering in attracting women to the profession, says Amy Wendt, who is a professor of electrical and computer engineering at UW-Madison.

"I knew there weren't a lot of women in the field I was going into, but there were a lot of things that were changing for women in the '70s," she says. "But then what I found in my career is that it's taken a lot longer than I expected."

Wendt speaks softly and pauses to choose her words. She's now associate vice chancellor for research, a position she hopes will allow her to influence institutional policies that can level the playing field for women.

She also co-directs the Women in Science and Engineering Leadership Institute (WISELI), which does research on unconscious bias in the academic career path and offers training



and workshops for hiring committees, department chairs and others on reducing unconscious bias and improving workplace satisfaction.

Jo Handelsman, a microbiologist, and Molly Carnes, a professor of women's health research, founded WISELI in 2002 with funding from the National Science Foundation. Handelsman, who currently serves as director of



the Wisconsin Institute for Discovery, says she had been working on other ways to improve conditions for women in her college before that.

After she became tenured in the college of agricultural and life sciences, which at the time had less than 10% tenured female faculty, women started coming to Handelsman with complaints of everything from sexual assault to being excluded from beer with the guys where important department decisions were being discussed.

"I started getting besieged by young women, and they ranged from undergraduate to graduate students to faculty with these just awful stories—coming to me and asking for advice."

She took notes on around 100 incidents and started looking for ways she could help.

Handelsman served on a committee, directed by the state legislature to look for and correct gender-based pay imbalances on campus. When they analyzed the women's pay compared to men at a similar career stage, they found the women were paid either the same or less, but in no cases more. Legislative funds paid for salary adjustments for the women who were undercompensated.

"If you take the average of all the



cases, women were paid less than men for the same work and that's just illegal, so we corrected that," Handelsman says.

She also gave talks around the country on unconscious bias women face in the sciences. Inevitably someone would question her afterward, disbelieving the notion that scientists, who are trained to be objective, could be influenced by factors like sex and race. "They were either annoyed or they were very dismissive," she says.

Handelsman knew she needed to give the scientists proof in a language they'd respect, so she and a collaborator developed a scientific study.

Using the exact same resume with only different first names—either John or Jennifer—the study asked for feedback from biology, chemistry and physics professors all over the country.

"The response was strikingly biased," Handelsman says.

Despite being presented with identical credentials the professors said they were more likely to hire "John," would pay him more and were more willing to take him on as a mentee than they were "Jennifer."

Now WISELI presents workshops to departments to raise awareness of this unconscious bias. "That's the first step to addressing the problem, is to help people become aware that it's happening. And then we present a number of strategies that can be used to reduce the impact of bias," Wendt explains.



Interestingly, the studies show both women and men present this unconscious bias against women.

Angela Byars-Winston, a professor at the UW Center for Women's Health Research in the School of Medicine, tries to check her own impulses. "I have to be mindful of the fact that I'm more likely to ask my female graduate students that are post-doc about how they're managing the work-life balance than my male students," she says.

Byars-Winston won a Champion of Change Award under President Obama for her work advancing gender equity in STEM fields. She currently serves on the National Academies of Science, Engineering and Medicine's board on higher education workforce.

She has studied the factors, from individual beliefs to institutional policies that influence the numbers of women in STEM. "Underrepresentation doesn't just happen," says Byars-Winston, who was the first

Jo Handelsman



black faculty to be tenured in the UW Department of Medicine. "There are active processes at work that contribute to why some people are in STEM and some people are not."

She points to the example of computer science, a field which actually had a higher percentage of women during the '80s—37% in 1984 compared to just 18% in 2011, according to the National Center for Education Statistics. Byars-Winston attributes the change to a number of factors, including the space race and the rise of men attending college on the GI bill.

"More men went into computer science, often because they were incentivized by government subsidized scholarships to do so. They started going in and it became more attractive and now it's a man's job, and women became marginalized in that field," Byars-Winston says.

Changing the Stereotypes

Stereotypes and the images people see every day can shape feelings of belonging and people's belief in their abilities, explains Byars-Winston.

"The barrier is just the knowledge that women can do this job, and do it well," says Skop. She studies how cells divide, a complicated process

especially relevant for understanding stem cells, cancer and neurodegeneration.

Skop has a food blog (@foodskop) and makes cakes that illustrate her findings, often in the shape of a cell

Angela Byars-Winston



dividing with all of the cellular parts delineated in colorful frosting. She has found art and baking to be accessible tools for communicating science to a wider audience. Some of her artwork, enlarged photographs of magnified cells, tissues and organisms, hang in the lobby of the UW-Madison Genetics/Biotech building.

Skop travels a lot for work giving lectures on her research and on her science art. She's run into numerous people, especially men, who have

"Underrepresentation doesn't just happen...

There are active processes at work that contribute to why some people are in STEM and some people are not."

—Angela Byars-Winston, professor at the UW Center for Women's Health Research

been surprised to find out she's a geneticist. Once the man sitting next to her on a plane asked to see a business card for proof. Now she gives them out preemptively. "I blow through business cards, because people don't believe that I have the job that I do," she says.

The image presented by Bill Nye the Science Guy irritates Skop. "He's a white male who wears a bow tie, in a

lab coat. ...It perpetuates the problem because he completely looks like what everyone assumes a scientist looks like."

Skop herself will soon be a more visible role model as one of 125 female scientists from all over the world selected to be an IF/THEN Ambassador for the American Association for the Advancement of Science. The program aims to elevate the visibility of women in science in the media via popular avenues such as Project Runway and Marie Claire magazine.

Handelsman has also worked to diversify the image of a scientist. She served for three years as a science adviser in the Obama administration. In that capacity, Handelsman

talked to an audience of 300 film writers about unconscious bias and how they could make a difference in changing the portrayal of scientists.

While the idea is straightforward—when the only representations of scientists are white men, it's harder for women and people of color to envision themselves in that role—the Hollywood writers often didn't realize their influence. "What was very striking in



From left to right: Amy Wendt, Ahna Skop, Amy Barger and Jo Handelsman at the Wisconsin Institute for Discovery



their reaction was that many of them who talked to me afterwards said that they never thought of themselves as social change agents,” Handelsman says.

She’s continuing these efforts in her current work of bringing together the arts and sciences at the Wisconsin Institute for Discovery. “One of the ways is to bring scientists together with writers of all kinds, not just film writers, but people writing plays or other kinds of scripts or books and expose them to scientific ideas and scientists that they might use in their writing.”

The Importance of Mentors

In addition to role models, mentors also play a key role in success and retention in the sciences.

Barger, whose father is a professor in UW’s physics department, says her father insisted that his children take physics as part of their undergraduate education. “I’m really grateful for that ... back then, it wasn’t that common for women to be encouraged to go into physics,” she says.

All of the women interviewed here noted mentors, both male and female, who helped them along the way. Just



like in other fields, in science, who you know is important for establishing collaborations or getting jobs, and there can be an old boys’ club. Programs designed to connect scientists from underrepresented groups can help.

A mentor connected Skop to the Society for the Advancement of Chicanos/Hispanics and Native Americans in Science, a group that actually works with all underrepresented students and professionals in science to foster success. She is now the local campus chapter adviser. She also created a website to gather resources related to STEM diversity on campus—stemdiversity.wisc.edu.

Handelsman was recognized by the Obama administration for her work developing a course on mentoring to train graduate students how to ensure effective communication and show support when working with undergrads.

“At the time there was really nothing quite like it,” she says. “People weren’t thinking about training mentors in a systematic and scientific way that’s actually based on evidence.” The course has since been expanded and is used nationwide and even globally.



Byars-Winston’s current research includes a study for the National Academies of Sciences, Engineering, and Medicine looking at policy around mentoring, such as whether rewarding mentoring in the tenure process would bring greater faculty engagement.

This research, along with the research coming out of WISELI will hopefully contribute to institutional-level change resulting in more women and more diversity in STEM fields at UW. The will is certainly there. Each of these women eagerly reached out a hand to those behind her. 🌸

Remember Me

WHY PRESERVING
FAMILY STORIES MATTERS

By Kathryn Wisniewski



Schisms, reunions, weddings, funerals, wars, births and relocations. Documenting the moments, both high and low, of a family's history preserves them for the future. Recording family stories in writing produces a tangible piece of the past to share for generations to come.

UW researcher and 2019 BRAVA Woman to Watch Denise Ney co-wrote "Otti Remembers," her mother's personal account of growing up in Germany before and after World War II. It took the mother-daughter pair over three years to compose the book.

"I understand my mother in a way that I never would have if we had not done this," Ney says. "The single thing that I learned about my mom that I didn't really appreciate before was that she was such a survivor going through everything with World War II and contracting tuberculosis."

Throughout the process of penning "Otti Remembers," Ney built a context for her mother's stories she had heard her whole life, while also uncovering aspects of her mother's journey that she had never known before.

Though producing the book was time-consuming and, occasionally, tense, Ney is glad she and her mother made the book a reality.

"You have to ask yourself why you're doing it, and you're really doing it for the future generations," Ney says. "The more complete and the more context your story has, the more it will mean for the future generations."

While Ney and her mother began their project independently and found help along the way, author and writing coach

Sarah White created First Person Productions to aid people from start to finish in chronicling their stories.

White says, "Suddenly you realize that the people who came before you are gone, and if you don't share these stories, they will be forgotten."

White describes her process as giving people a "DIY approach" to putting together family histories. She uses her expertise and experience to guide writers in creating their own stories.

First Person Productions was born out of White's background in journalism, marketing and advertising and her desire to do work that was not "all about the money" but was instead "all about the heart."

When diving into a family history, knowing where to begin can be daunting.

"I always tell people to start with the light stuff first," White says. "Sometimes the thing they're really burning to do is dive into the trauma. Have fun remembering and reminiscing before diving into the dark corners."

It can be helpful to start small. Writing a whole book of family history like "Otti Remembers" can seem like a big undertaking but documenting the family goings-on could be as simple as starting a family newsletter you put out once or twice a year.

Ney recommends using multimedia to help document the past and present. Because not everyone is an avid writer, making a video of family members sharing their stories is an easy and dynamic way to preserve history.

Ney had a video made of her mother talking about the stories in "Otti Remembers" and says, "If I had nothing else, I'd want that because that video has captured the individual's personality. In writing, it's quite hard to do that."

If you are planning to dive into a larger project, White suggests starting with two tools. First, she recommends creating a timeline to show the chronology of events in a family's history. Second, starting with a list of prompting questions can help dig out things you want to know more about.

Jillian Hussey used White's tips when compiling her own memoir to pass on to her family and friends. From White's suggestion to use a three-ring binder to organize her work and create a timeline, Hussey put together a narrative of her life, from birth to present.

Though Hussey has yet to land on a title for her memoir, she says she has always thought of the project she knew she would one day write as "A Woman Between Two Worlds," telling the story of her life as a dual citizen of Australia and the United States.

"That was my hope that I could give my descendants more information about my birth country and how this has become my country—my adopted country," Hussey says. "I am a dual citizen and my children are dual citizens. I think the book does this and does it as plainly and simply as I can."

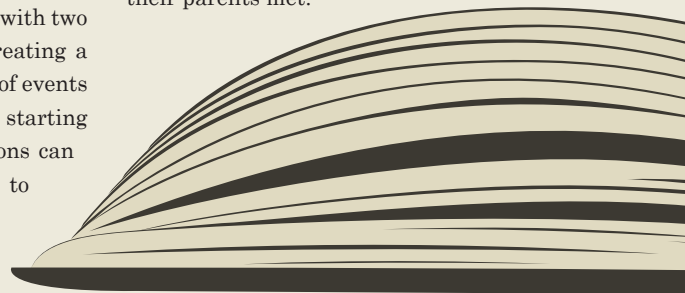
No matter what direction you take in documenting your family's history, the result is a connecting piece that brings together past and present.

"It helps people work through and pass through bad stuff that's happened and celebrate the good stuff that happens, and most people figure out that the good outweighs the bad," White says.

In fact, knowing more about family history goes beyond remembering the past.

Bruce Feiler's 2013 New York Times article "The Stories That Bind Us" explains, "The single most important thing you can do for your family may be the simplest of all: develop a strong family narrative."

The article outlines a study that created a measure called the "Do You Know?" scale that asked children 20 questions about how much they knew about their family history, such as where their grandparents grew up or how their parents met.



"The more children knew about their family's history, the stronger their sense of control over their lives, the higher their self-esteem and the more successfully they believed their families functioned," Feiler writes.

White sees telling and preserving stories as a way prior generations can help their children and grandchildren without meddling. "You have something to guide you with these family stories," she says.

For the past 10 years, Agrace Hospice Care has offered their Life Review Program to their patients. The volunteer-based program provides a volunteer to interview a patient and create a book about their life. The book, which can range from five to 55 pages, depending on the patient, is completed with stories and photographs before being given to the patient's family in print and electronic forms.

The program stemmed from patients and families' desires to share their life stories.

Karen Wheelock, volunteer coordinator for Agrace, says, "They really find it meaningful to be able to tell their stories and share the memories. Often, they find out that families haven't heard that story before, and they've been able to share pieces of their past that their family doesn't know about, and a good way to carry on their legacy after they're gone."

Wheelock says she sees the Life Review Program as an "extra gift" Agrace is able to give the families of patients.

Marsha Borling has been volunteering for the Life Review Program at Agrace for several years. Her experience as a consultant for hospitals all over the United States to help management understand problems with morale gave her experience interviewing and writing down people's stories.

"I just learned how to do it without a tape recorder and write really fast and not break eye contact," Borling says. To

this day, she does not use a tape recorder for her life review sessions.

Borling meets with people for an average of six to eight sessions that can last an hour to two hours each. When breaking the ice with a new patient, Borling always starts chronologically, asking the simple questions like where the person was born and what their full name is. Often, after a few sessions, Borling doesn't even need to ask leading questions, and the patient will be ready to share their stories.

Borling writes the life review in the patient's own voice, telling it in first person as if it were written by the person.

"If you're writing somebody's story, it should be their story," Borling says.

While Borling works with patients in hospice care, she encourages families to document their stories when they can.

"For people who think they want to do this, don't wait," Borling says. "It doesn't have to be at the end of a person's life."

"Everyone has a story to tell," Wheelock says. "A lot of people think that their life isn't exciting enough to put on paper, but every life review we've read has been really unique."

Ney points to the closing scene of the musical "Hamilton" and the song "Who Lives, Who Dies, Who Tells Your Story" when conveying the importance of documenting family histories. "The point of it," she says, "is that history is reflective in whoever writes it down. ... Do you want to get this right? Do you want to tell your own story? My mom got to tell her own story. These are her words." ❀



***"Everyone
has a story
to tell.
A lot of people
think that their life
isn't exciting enough
to put on paper, but every
life review we've read has
been really unique."***

***—Karen Wheelock,
Agrace volunteer coordinator***





You Can Look as Young as You Feel With Non-Surgical Aesthetic Treatments

By Sue Sveum

Time has a way of flying by while we're busy living our day-to-day lives. Which is why many of us have experienced that moment of surprise when we look in the mirror one day and see a sagging jawline or tiny wrinkles around our eyes. But don't be alarmed. You may not be able to stop the clock—or the aging process—but that doesn't mean you have to *look* old!

It is possible to age gracefully, according to Kim Schuchardt, a physician assistant, registered nurse and founder of Lasting Skin Solutions. "Our focus is on helping someone look their best as they age—and the process doesn't have to involve surgery," she says. "Skin-tightening and smoothing procedures like the ones we use are among the five fastest growing non-surgical aesthetic treatments."

And Schuchardt speaks from 20 years of experience. The first in the state to introduce skin-tightening procedures in her practice, she's now excited about another popular treatment—Ultherapy, or Ulthera for short.

"With Ulthera, we start with a visual ultrasound of the skin so we know what needs to be treated," she says. "Then we customize each treatment to build and tighten collagen where you need it most." Schuchardt explains

that Ultherapy works by causing an initial contraction of the tissue and then gradually stimulates your body's natural production of collagen, the main structural protein in the skin. The result? Younger looking skin.

She says they like to emphasize a customized whole-person approach so each treatment is suitable for the individual client. And because estrogen is also helpful in building collagen, they've found that adding BioTE, a hormone replacement therapy, in addition to other treatments, has produced significant results for their clients.

"We are a medical clinic with a spa-like atmosphere," Schuchardt says. "As an R.N. and licensed physician assistant, I'm able to offer a medical approach, but in a more relaxing atmosphere."

The most common treatments include

lifting the brow, jawline and neck including that crepey skin of the neck that bothers most of us as we age.

"There's no visible redness or down-time following the treatment," notes Schuchardt. "And collagen treatments can last for years, and if you start early you can stop the sagging before it begins."

According to Schuchardt, when it comes to caring for your skin, the earlier the better. "It really does make a difference," she says. "For younger people, it may be as simple as staying out of the sun's rays." She recommends starting with intense pulsed light, or IPL, treatment when you're in your 30s and some skin-tightening in your 40s.

"Most people's biggest worry is looking unnatural," she says, "but laser treatments work with your own collagen to tighten and firm your skin by just giving it a natural lift.

"There's definitely a benefit to keeping the aging process in check when you're younger rather than waiting until you're 65," Schuchardt says. "It's always easier to keep your skin looking good than to reverse the aging process. You'll be happy you did."



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2 1/2 C. All-Purpose Flour	12 Oz. Unsalted Butter, Room Temperature
1 1/2 Tsp. Baking Powder	2 2/3 C. Sugar
1/4 Tsp. Salt	5 Eggs
3 Tsp. Cinnamon	2 Tbsp. Vanilla
2 Tsp. Ginger	1 C. Whole Milk
2 Tsp. Nutmeg	2 C. Pumpkin Puree
1 Tsp. Clove	

Preheat oven to 350 degrees.

Sift dry ingredients. Cream butter and sugar until light and fluffy. Combine eggs. Don't over-mix batter. Slowly incorporate the dry mix, alternating with the milk and vanilla, ending with dry. Add the pumpkin puree. Mix well. Batter should be smooth and silky.

Pour batter into three 6" cake pans (sprayed with oil), fill half way. Bake for 30-40 minutes until a toothpick inserted into the middle comes out clean. (Use leftover batter for cupcakes).

Chai Buttercream Recipe

Find your favorite vanilla buttercream recipe and add the cinnamon, ginger and cloves.

When the cake layers are completely cool, level their tops. Frost first layer, then add and frost each additional layer. Using an offset, scrape the sides clean. This is your "crumb coat." Chill for about 20 minutes. Once chilled add another layer of frosting. Pull clean.

Candied Pepitas Recipe (this can be done ahead of time)

1 C. Raw Pumpkin Seeds (also called pepitas)	1/2 Tsp. Cinnamon
1/4 C. Sugar	2 Tbsp. Butter
1/2 Tsp. Salt	

Melt butter in a medium sized skillet. Place all ingredients on top of the melted butter. Stir with spoon for about 3 minutes over medium heat. Once all pepitas are covered with the spiced sugar and butter, turn off heat. Spread pepitas in a single layer on a parchment lined baking sheet. Let stand at room temperature for about 2 hours. Garnish with candied pepitas.

PHOTOGRAPHED AND STYLED BY SUNNY FRANTZ

ITALY SHINES THROUGH AT BAR CORALLINI

Chef prizes fresh and
house-made specialties

BY GRACE TIMMERMAN

"STILL OR SPARKLING?"

This is the first question your waiter will ask you at Bar Corallini and the first of several things that might come as a pleasant surprise during a meal at the East Side's newest southern Italian restaurant.

It might surprise you to discover that the mozzarella is made fresh every day in-house, or that a wall on the way to the restroom is completely covered in shells, or that some of the seriously trendy Italian wines are very reasonably priced. Between the splashy tile, coral light fixtures, retro leather seating, a soaring ceiling and roman arches, the space at this newest Food



Fight Group restaurant is at once elegant and inviting.

The arches beckon newcomers to get a look at the open kitchen, where Chef Giovanni Novella's team is busting out house-made pasta with tangy, herbal tomato sauce and tossing wood-fired pizzas that crisp nicely in a shimmering Mugnaini oven, imported from Italy herself.

"Still or sparkling?" is the first thing Novella asks me as well,



when we sit down for a chat about his coral-themed project. Novella's hospitality is infectious, and it quickly becomes clear that the fusion of vintage décor and modern trends mirrors the chef's fusion of old techniques he learned throughout restaurants in Europe and his enthusiasm for learning new things.

Novella makes every menu item possible from scratch. Ingredients that don't have an American equivalent are imported from Novella's homeland, which lends greatly to the authenticity of his flavors. A self-proclaimed family man, Novella says he loves when kids come into the restaurant.

"When it's not too busy, sometimes we show them how to make a pizza!" he exclaims with a grin.



PHOTOGRAPHED BY SUNNY FRANTZ



Novella grew up in Torre del Greco outside of Naples, on Italy's southern coast. His grandfather was a fisherman, so he grew up fishing and still loves cooking with the fruits of the sea. The octopus salad, or polpo con patate, is a toothsome, citrusy story of the chef's childhood; the white meat's clean flavor is livened by a briny vinaigrette, fresh



parsley, celery and capers. Follow the octopus and a spritz with the bold and flavorful Tagliatelle alla Bolognese and a glass of Nero D'Avola.

No matter what, you must end your meal with an orange-infused cannoli and a cappuccino (you might be surprised to find a sea coral silhouette in the foam). The sweet, grassy ricotta, toasty shell and slightly bitter coffee is a dreamy combination that is sure to make you sit deep into that retro leather and sigh with contentment. 🌸

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ENJOY THE HOLIDAYS AWAY

Four trips to change the pace this season

BY KATY MACEK

THE HOLIDAYS are a time for togetherness, but let's face it, sometimes you need a change of scenery. Instead of the same old party, consider taking the family—or your significant other—out on a road trip this season.

Travel doesn't have to mean sacrificing a home-cooked meal, either. You can rent a cottage or cabin, stay at a bed and breakfast together or book an entire home, apartment or condo through a vacation rental company. That way, you can still bring the whole brood, and have the space you need to cook and relax.

Here are a variety of trips that may work for your family and friends. Many are within a day's drive of the Madison area.

MICHIGAN'S UPPER PENINSULA

Don't let a little cold weather dissuade you from the UP. Many of its outdoor attractions remain open in winter. Tahquamenon Falls State Park offers incredible ice displays. If you thought waterfalls were picturesque in the summer, wait until you see them frozen. Head to the Grand Island Ice Caves for more breathtaking vistas. There are numerous snowmobile runs and cross-country ski trails to enjoy. Perhaps your new Christmas morning tradition will include a family hike with big, heavy snowflakes falling softly around you.

Book your lodging in Sault Ste. Marie, Michigan, where the family can hunker down by night and explore by day. It's separated from its sister city in Ontario, Canada, by the St. Mary's River. Snowmobiles are even allowed on downtown streets if you are connecting to another trail.



PHOTO COURTESY OF NASHVILLE CONVENTION & VISITORS CORP.; PHOTO BY JAKE MATTHEWS

MEMPHIS AND NASHVILLE

Take a trip down South to Tennessee, where two of the country's top destinations for quintessentially American music are only about a nine-hour drive from the Madison area.

In Memphis, catch a Broadway show at the historic Orpheum Theatre, or check out how a blues guitar is created at the Gibson Guitar Factory tour. And, you don't want to miss Graceland, Elvis Presley's lavish home and grounds. Cap off the trip with a visit to the historic Beale Street area to immerse yourself in toe-tapping blues (and catch Santa in the Christmas Day parade).

If you want more music, head three hours west to Nashville—Music City itself. Prepare to spend hours browsing the Country Music Hall of Fame and the Johnny Cash Museum. Or, for a lesson in contemporary country, simply head down to Broadway and pop into any of the many establishments offering live music from up-and-coming musicians. From Kid Rock's place to the historic Robert's Western World honky tonk, there's something for every age.



PHOTO COURTESY PURE MICHIGAN; PHOTO BY MICHIGAN NUT PHOTOGRAPHY



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VISIT PENSACOLA

PENSACOLA, FLORIDA

Snowbirds, rejoice. This Florida city averages temps in the mid-60s December through March, meaning you can enjoy the warm weather in the offseason and beaches will be less crowded.

Still want to feel the holiday spirit? Just head downtown, where the city puts up an impressive holiday light display adorning every tree, lamp post and storefront.



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Gather the family and your cooking supplies for a home-cooked meal in a log cabin around the fireplace, and the holidays just got a lot more memorable. ❁

NOVEMBER

PERFORMING ARTS

11/1 - 11/3 | Times vary

"LA TRAVIATA"

In this opera set in 1850's Paris, a young woman in the demimonde tries to follow her heart, but societal pressures force her to leave the man she loves, and an incurable illness takes care of the rest. *Overture Center, Madison. overture.org*

11/4 | 7:30 p.m.

STRAIGHT NO CHASER: THE OPEN BAR TOUR

The captivating sound of unadulterated human voices coming together to make music that moves people in a fundamental sense...and with a sense of humor. *Overture Center, Madison. overture.org*

11/8 | 7:30 p.m.

"PETER AND THE STARCATCHER"

The Stoughton Village Players present the Tony-winning show which upends the century-old story of how a miserable orphan comes to be The Boy Who Would Not Grow Up (a.k.a. Peter Pan). *Stoughton Village Players Theater, Stoughton. stoughtonvillageplayers.org*

11/8 - 11/10 | Times vary

JOYCE YANG PLAYS PROKOFIEV

Prokofiev's third piano concerto radiates vitality and confidence. The power and agility of Joyce Yang is a perfect match for this demanding masterwork. *Overture Center, Madison. overture.org*

11/8 - 11/23 | Times vary

"MEN ON BOATS"

The true(ish) history of an 1869 expedition, when a one-armed captain and a crew of insane yet loyal volunteers set out to chart the course of the Colorado River. *Bartell Theatre, Madison. bartelltheatre.org*

11/13 | 7:30 p.m.

JAZZ AT LINCOLN CENTER WITH WINTON MARSALIS

This remarkably versatile orchestra performs a vast repertoire ranging from original compositions and jazz to rare historic compositions and masterworks. *Overture Center, Madison. overture.org*



11/14 - 11/23 | Times vary

"OTHER DESERT CITIES"

Brooke Wyeth returns home after a six-year absence to celebrate Christmas with her Republican parents, where she announces that she is about to publish a memoir. *Bartell Theatre, Madison. bartelltheatre.org*



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GO+DO | EVENTS

11/15 | 8 p.m.

"RUDOLPH THE RED-NOSED REINDEER: THE MUSICAL"

The "most famous reindeer of all" from the beloved holiday TV special comes to the stage. Overture Center, Madison. overture.org

11/15 - 11/23 | Times vary

"THE DROWSY CHAPERONE"

When a die-hard theater fan plays his favorite cast album, the characters come to life in this hilarious and farcical musical parody. Edgewood College, Madison. theatre.edgewood.edu

11/19 - 11/30 | Times vary

"HAMILTON"

Featuring a score that blends hip-hop, jazz, blues, rap, R&B and Broadway, "Hamilton" is the story of America then, as told by America now. Overture Center, Madison. overture.org



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

ENTERTAINMENT

11/5 | 8 p.m.

CINDY SET MY HAIR ON FIRE

Friends since playing in middle school band together, vocalist Todd Streicher and guitarist Joe Johnson met for lunch in the summer of 2014 to talk about starting a band to play a stylistic mashup they dub "Punk 'n Roll." They've been laying down their signature unique vibes ever since. Crystal Corner Bar, Madison. thecrystalcornerbar.com

11/9 | 7 p.m.

THE CHAINSMOKERS

This popular contemporary duo always puts on a high-energy, unique show. With 5 Seconds of Summer and Lennon Stella. Alliant Energy Center, Madison. alliantenergycenter.com

11/12 | 7:30 p.m.

JAY OWENHOUSE: THE AUTHENTIC ILLUSIONIST IN "DARE TO BELIEVE!"

Jay Owenhouse, a legendary escape artist and one of the most awarded illusionists in history, will return to Madison in "Dare to Believe!" an illusion spectacular. Overture Center, Madison. overture.org

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11/23 | 7:30 p.m.

FOUR GUYZ IN DINNER JACKETS

Experience the sounds and sights of the Golden Age of entertainment as stirring vocal harmony, comedy and captivating choreography combine for a thoroughly entertaining evening. *Monroe Art Center, Monroe. monroeartcenter.com*

11/23 | 6 p.m.

CIRQUE DU SYLVEE: A VAUDEVILLE CIRCUS SPECTACULAR

Come be amazed by fire, live music, sword swallowing, burlesque performers, teeterboard, trapeze, aerial arts, trampoline, juggling and more in this family-friendly event. *The Sylvee, Madison. thesylvee.com*

FAMILY

11/8 | 4:30 p.m.

KIDS IN THE KITCHEN: RAGING ROOTS!

Join "The Kids Chef" Lily Kilfoy in this hands-on cooking class for kids. When fall arrives so does an abundance of awesome root vegetables! In this class, kids will whip up a marvelous meal using the versatile veggies. *Willy Street Co-op East, Madison. willystreetcoop*

11/9 | 5:45 p.m.

FANTASY 5K RUN

Run through Madison's iconic Holiday Fantasy in Lights after dark in this family-focused kid-friendly evening. *Olin Park, Madison. madisonfantasyrun.com*

11/23 | 10 a.m.

DREAMBANK FAMILY: MUSIC LAB WITH JULIE MAZER

Uncover your little one's innate musicality with music-making activities using their voice, body and instruments! They'll even get to create their very own musical instrument to take home! *DreamBank, Madison. amfam.com/making-a-difference/dreambank/events*

11/24 | 1:30 p.m.

WHO'S HIBERNATING? A FAMILY WALK

Join us for a naturalist-led walk where we investigate how the local creatures handle the rigors of a Wisconsin winter. *University of Wisconsin Arboretum, Madison. arboretum.wisc.edu*

11/30 | Times vary

KIDS IN THE ROTUNDA MADISON MYSTERY TOUR

This Madison-based group specializes in note-for-note renditions of the music of the Beatles. *Overture Center, Madison. overture.org*



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GO+DO | EVENTS

JAUNT

11/1 - 11/30 | Times vary

"A CHRISTMAS STORY: THE MUSICAL"

The hilarious account of Ralphie's desperate quest to ensure that his coveted gift ends up under his tree this Christmas. *The Fireside Theater, Fort Atkinson. firesidetheater.com*

11/1 - 11/30 | Times vary

SPIDERS ALIVE!

Explore this creepy and exciting exhibit of eight-legged creatures from around the world. *Milwaukee Public Museum, Milwaukee. mpm.edu*

11/9 | 9 a.m.

BADGER ORIENTEERING CLUB AT BLUE MOUNDS STATE PARK

Come discover the art and science of orienteering in a beautiful natural setting. All ages and skill levels welcome! *Blue Mounds State Park, Mount Horeb. badgerorienteering.com*

11/20 | 6:30 p.m.

WOMEN'S ART PARTY

Learn how to make beautiful, personalized holiday decorative bows by up-cycling magazines and other common household items in this women-only event. *Shake Rag Alley, Mineral Point. shakeragalley.com*

11/23 | 1 p.m.

TIPSY TURKEY PUB CRAWL

The charming village of New Glarus is home to many wonderful pubs and breweries. Enjoy local beers and food as you stroll through the holiday decorated streets. *New Glarus Chamber and Visitor Center, New Glarus. swisstown.com*

11/23 | 6 p.m.

DOWNTOWN BARABOO CHRISTMAS LIGHTS PARADE

Twinkling lights, floats and jolly holiday marchers make this hometown evening a perfect way to ring in the holiday season. *Downtown Baraboo, Baraboo. downtownbaraboo.com*

SAVOR

11/13 | 3:30 p.m.

CUBAN FAJITAS AND MOJITOS COOKING CLASS WITH JOEL OLSON

Learn to make delicious Cuban specialties in this hands-on workshop and eat the day's lesson! *Vom Fass, Madison. vomfassusa.com*

11/13 | 5 p.m.

MADISON COLLEGE CHEF SERIES: YIA VANG

Born in a refugee camp in Thailand, Vang worked his way up through the foremost kitchens in the Twin Cities. He shares his inspirational story and life lessons. *Madison College, Madison. madisoncollege.edu/center-for-entrepreneurship*

11/14 | 6 p.m.

BAKING WITH CHEF PAUL: HOLIDAY BAKING

Join Chef Paul as he shares his secrets for great holiday desserts. He'll cover everything from a pâte brisée (a basic pie pastry) that never fails, to rolling out the dough, to techniques for a flaky crust and pretty edge. Paul will prepare an Apple Ombre Pie, Pear Galette, Salted Nut Shortbread and more. *Willy Street Co-op West, Madison. willystreet.coop*

UNITED STATES POSTAL SERVICE

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11/15 | 7 p.m.**COCKTAILS IN THE CONSERVANCY**

Sip something delicious and savor the warmth and beauty of our indoor conservancy. *Olbrich Botanical Gardens, Madison. olbrich.org*

11/16 | 6:15 a.m.**DANE COUNTY FARMER'S MARKET**

Alas, the final farmer's market of the season is upon us. Come enjoy the morning and get your fix to sustain you till next spring! *Capitol Square, Madison. dcfm.com*

11/21 | 6 p.m.**BOLLINGER CHAMPAGNE DINNER**

Bubbles aren't just for aperitif anymore! Champagne goes beautifully with a wide array of foods. *Heritage Tavern, Madison. facebook.com/HeritageTavern/*

THRIVE**11/3 | 4:30 p.m.****NEW MOON RECONNECT AND RESTORE WITH MEG ABENE NEWLIN**

The new moon pauses, neither waxing nor waning, encouraging us to do the same. This special class will utilize posture, stillness, breath and mantra to renew our relationship with Self and Source. *The Studio West, Madison. thestudiomadison.com*

11/4 | 8:35 a.m.**CHALLENGING ASSUMPTIONS TO BECOME A STRONGER LEADER**

Our experiences and background affect how we see the world; it is where our assumptions are formed. In this interactive one-day class you will learn how assumptions influence your effectiveness as a leader. *Grainger Hall UW-Madison, Madison. sbdc.wisc.edu*

11/5 | 12 p.m.**MENTAL HEALTH: ANXIETY AND DEPRESSION**

Presented by a registered nurse, this free one-hour session will cover the most common mental health disorders among women—depression and anxiety. Join us to learn about ways to improve your mental wellness, and how to help others who may be struggling. *Meriter Business Center, Madison. unitypoint.com*

11/12 | 6:30 p.m.**DEER RUNNING MOON: A NIGHT WALK**

Take in moonlit sounds and sights and consider what may have inspired the Ho-Chunk to give the November full moon this name (others call it Frost Moon or Beaver Moon). *UW Arboretum, Madison. arboretum.wisc.edu*

11/21 | 6:15 p.m.**DREAM BIG: LIVING IN HARMONY WITH GIN, CHOCOLATE & BOTTLE ROCKETS**

As motivational speakers this Madison-based band combines their award-winning musical talents with powerful life lessons to help their audiences explore the three keys they have discovered to living in harmony with your family, your colleagues and with yourself. *DreamBank, Madison. amfam.com/making-a-difference/dreambank/events*

11/28 | 7:30 p.m.**FESTIVAL FOODS TURKEY TROT**

Earn that extra slice of pumpkin pie with a brisk 5K run or walk. *The Duck Pond, Madison. festivalfoodsturkeytrot.com*

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AIRDUCTS

A HIGH SCHOOL ATHLETE'S LEGACY LIVES ON

Opportunity 34 Foundation gives scholarships in Will Kellerman's name

BY ISABEL LAWRENCE
NBC15 ANCHOR

PHOTOGRAPHED BY VALERIE TOBIAS

"THAT KID. He continues to surprise me."

Like any parent, Kristin Kellerman is proud of her son, Will. She loves the way he inspires others to persevere and live life with passion—even after he's gone.

ball in high school and have overcome a challenge.

"Let's make this championing the underdog," Kellerman says of her thoughts when the organization was founded.

"Let's make this championing the underdog."
—Kristin Kellerman, founder of Opportunity 34 Foundation

Will died in a rollover crash in November 2017, after heading home from playing a game for the Milwaukee Area Technical College Stormers. It was the best basketball game that Kellerman says she'd ever seen him play.

"I was just thinking the unthinkable of writing your kid's obituary," says Kellerman, of Verona. "I kept thinking, I don't want any stupid flowers, because those die too. So let's just start a foundation or a scholarship."

That's how Opportunity 34 Foundation was born. The foundation, which takes its name from Will's basketball jersey number, raises money for scholarships for students going to college. Basketball was Will's passion. Students need to have played at least one year of basket-

She says Will always saw the potential in others and encouraged them to stay focused.

Will's legacy drives Bre Woods. Woods is a Verona Area High School graduate who's attending Madison College and is a recent recipient of an Opportunity 34 scholarship.

"I would never want to let them down because they built this legacy based on someone that was special to them," Woods says. "You have no choice but to kind of give it your all, because then it's not really fair to them."

Woods has dreams of being a forensic pathologist. Dreams she says are made easier by two years of financial support totaling \$5,000 from the foundation.

Kellerman says the organization has



raised about \$250,000 in two years and has awarded nine scholarships and donations to other organizations. Now, they're working to offer scholarships for additional years of college and create a team of mentors.

Also ahead is the foundation's annual 3-on-3 basketball tournament fundraiser Nov. 1-2 at the Stoughton Wellness and Athletic Center, held just days before the anniversary of Will's death.

While Will may be gone, Opportunity 34 ensures his legacy lives on.

"Now that we're coming out of this fog of grief a little bit, I feel like there's a dream that's starting to be born," Kellerman says. 🌸

opportunity34.org

NOVEMBER NONPROFIT EVENTS

11/2 | 5:30 p.m.

FIFTH ANNUAL MADISON AREA POLICE AND FIRE CHARITY BALL

Enjoy an evening of drinks, food and dancing, all to raise money for the Dane County Humane Society. *Monona Terrace, Madison.*
mononaterrace.com

11/3 | 7 p.m.

HARVEST GALA

Come celebrate the bounty of the season with an elegant five course chef-prepared meal benefiting REAP's commitment to a sustainable, local food system. *The Edgewater Hotel, Madison.*
reapfoodgroup.com

11/16 | 5:30 p.m.

WISCONSIN VETERAN'S MUSEUM FOUNDATION VETERANS GALA

Join us for an evening of hors d'oeuvres, cocktails and a special appearance by Medal of Honor recipient and New York Times best-selling author Clint Romesha. *Memorial Union Terrace, Madison.*
wisvetsmuseum.com



PHOTO COURTESY LUCAS DENSON, EYE FOR AN EYE PHOTOGRAPHY

EPHEMERAL FOLIAGE | “The only constant is change,” said the Greek philosopher Heraclitus. This time of year, the fall leaves are visible evidence of this truth. As pigments change and leaves fall from the branches it can help to zoom in on these fleeting moments to fully experience and appreciate them before they are gone. 🌸



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