

BRAVA

women + style + substance

Marcia Castro,
co-owner of The
Old Fashioned

Back to Business?

COMPANY OWNERS CONTINUE
TO COPE WITH COVID-19



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NATUZZI
EDITIONS



MAKING IT WORK

WHEN FALL ARRIVES, it signals a return to routine. Except this year, our routine has been turned on its head (global pandemic, anyone?). I, like many of you, am juggling working full-time while also handling virtual schooling for our two young children. We are incredibly lucky that both sets of grandparents have swooped in to help a few days a week, which relieves some of the stress. I give immense credit to those who are stay-at-home parents and handling all of this school “stuff” with their kids every day, or, to parents who are working full-time and also have to supervise their kids’ online schooling for all or part of the week.

Another group that has been incredibly hard-hit by all of this has been Madison’s business owners. In conversations I’ve had with various small business owners throughout these last several months, it’s clear business is down. Many are experiencing dramatic losses – especially those in the hospitality, retail, tourism and special event sectors. Marcia Castro, co-owner of The Old Fashioned (shown on our cover), notes that their business is down 75%. As we creep into fall and winter, restaurateurs will again feel the sharp sting of reduced sales when patio season is over. If you’re able to, continue supporting your favorite local eateries by ordering takeout. These small businesses are the lifeblood of our community, and the reason people laud Madison’s foodie reputation. Read more

about how other small business owners and operators are forging ahead in our cover read as well, starting on P. 42.

Because of all of this craziness, we wanted this issue to feel like it was a bit of a “reset” button on life. We packed it with fun reads, like five delicious restaurants you’ll want to check out this fall that have opened despite the pandemic. Check that out on P. 84. Our homes have also become our havens. Boosting your home’s curb appeal is one way to freshen things up. Another is to enhance it by filling it with things you truly love, and choosing soothing color palettes. Read our heavenly home tips starting on P. 33.

Finally, I wanted to give a shout-out to our newest staffer, assistant editorial director Shelby Rowe Moyer. A native of Washington State, she recently relocated to the Midwest with her husband and is loving it. She’s gamely taken on writing several print and web stories for BRAVA already, and you’ll see her work sprinkled throughout this issue. Welcome, Shelby!

P.S. Don’t forget to vote!

Shayna Mace
Editorial Director
@shaynamace



WE LOVE YOU, DOWNTOWN | **Not to hammer home** the “business is down” point, but Madison’s downtown has been hardest-hit these last several months from COVID-19 and rioting that resulted in a dramatic decrease in foot traffic for State Street and the surrounding area’s businesses. Back in August I met up downtown with Tiffany Kenney, the executive director of Madison’s Central Business Improvement District, to get an update on how the BID was continuing to advocate for their hundreds of members. Kenney says that the BID hopes to raise \$300,000 by the end of the year for the Downtown Madison Fund. According to the BID’s website, the fund will be used for: “building repairs, renovations, or updates; small business support/loans; job preservation; job creation and training; quality of life programs; public safety and health initiatives ...” and more. If you’d like to donate, visit visitdowntownmadison.com/support

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Clarification: On P. 70 in our April 2020 issue, we stated that "part of" Rescue Me! Consignment and Thrift Boutique's proceeds go to Underdog Pet Rescue, when in fact all of their proceeds go to that nonprofit. We apologize for the error.

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MONEY SMARTS



MONEY SMARTS

BY KIM SPONEM

My kids are always asking me for money. It's hard to say no to them, so how do I get them involved in our family budget?

Children can be involved in a family budget. In fact, we encourage active participation by all family members in our Project Money competition. Participants with children have told us that bringing their kids into conversations around money has helped prepare them for their financial future and even helped curb the "asking for money" issue you describe.

Depending on your kid's ages, here are a few ideas.

- Going to the grocery store? Let's say you budgeted \$100 to spend. Including them on what the family will eat with that \$100 will give them a math challenge and set a natural limit on how many snacks to include. Involve your kids in the family's budgeting and planning. Ask for input and feedback about the budget that directly affects them, like groceries.
- Understanding how much is set aside each year for gifts is something you can work on at almost any age. If they know you will spend \$50 on their birthday, they're likely to develop their list of ideas more thoughtfully, considering how badly they may want certain things.
- Going on a vacation or staycation? Plan it out together, including daily spending limits. That will help drive food and activity

choices and trade offs. "We can do this and this, but not these things. If we do this more expensive activity, that will be the only one for the day." I have found that most of the time, they don't think about how much the activity is when you pay for the entire family.

- When they are in middle and high school, consider sharing monthly expenses with them such as how much your electric bill is. Create a competition around how the family can lower the bill over a six-month period. Even simple things, like unplugging appliances not in use, saves electricity. You might even get them to turn the lights off when they leave the room (smile). Creativity in reducing this expense can be fun. And, the electric bill savings could go toward something the family wants to do together. You and your teens can do the same thing with other bills like:
 - Your car payments (mark on the calendar when it will be paid off and then put the same amount of payment into a savings for your next car down payment)
 - Car insurance (discounts for good grades and driving records)
- You can also add budgeting options throughout the year for school-aged kids. This month, you could provide a list of tasks that would help get ready for the holidays and allow them to earn money for their own giving. I used to put money in an envelope each week of summer break and my kids could decide how they would spend it. Once it was gone, it was gone, unless they wanted to earn more through different tasks around the house.
- If you have a young adult in the family, I'd highly recommend you visit SummitCreditUnion.com's Money Smarts page and check out FoolProof™. It's an online resource by and for young adults geared to help them avoid costly money mistakes.
- You might set a family savings goal that everyone is excited about and that they can help you reach. Experiencing the reward of saving is powerful.

All of these things help to create a good understanding of how much things cost and a foundation for budgeting skills when they are adults. You're giving them a long-lasting gift in their first steps to financial independence.

Kim Sponem is CEO & President since 2002, of Summit Credit Union, a \$4.3 billion, member-owned financial cooperative with more than 205,000 members. Kim has a passion for empowering people to improve their financial well-being for a richer life.

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



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FOR THE WELL-DRESSED HOME



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Look to McFee On Main for the latest in fall trends; Warm cozy sweaters, fluffy animal print coats and fabulous accessories will put you on the best dressed list!

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Fall Revival

Runway trends revealed an array of iconic styles from decades past that have been reimaged — like electric hues and matching sets from the '80s, high-collared blouses with ruffled details from the Victorian era and playful prints and muted tones of the '60s.

STYLING BY SHAYNA MACE
AND SHELBY ROWE MOYER

PHOTOGRAPHY BY HILLARY SCHAVE

Pattern on Pattern

Pull together a print ensemble effortlessly by choosing similar tones for a cool, cohesive look. *THML open cardigan (layered over coat), \$88, and Part Two plaid coat, \$298, both from Tradition Women's Market; BB Dakota Spot Off the Press top, \$69, Cloth & Metal Boutique; Esqualo Sydney pleather skirt, \$173, Ciao Bella Boutique; and Jenny Bird Rhodes earring, \$85, Twigs.*



Ruffled and Ready

Easy enough for everyday wear or a special occasion, this ruffled dress embodies fall's romantic, Victorian trend. *Bishop + Young Bohemian mini dress*, \$135, *beaded fringe earrings*, \$44, and *Mary Frances "Buzzed" beaded clutch*, \$116, all from **Ciao Bella Boutique**; *Part Two blazer*, \$158, **Tradition Women's Market**.



Polished Pairing

It's your new WFH uniform: A cool "suit" that's sleek, yet comfy (hello, leggings!) — with a sporty side-stripe detail. *Esqualo Dorit blazer*, \$156, and *Dorit tregging*, \$98, **Ciao Bella Boutique**; *Bella Dahl snake print button-down shirt*, \$150, **Cloth & Metal Boutique**; *Gorjana Parker wrap necklace*, \$80, and *Jenny Bird Crack Me Up necklace*, \$110, both from **Twigs**.



Retro Remix

Brights and geometric prints are hot-ticket items for fall. Allow that vivid hue to pop by layering a lighter-toned jacket on top. *Wishlist down short jacket*, \$76, **Ciao Bella Boutique**; *LAGENCE Nina blouse*, \$390, *White + Warren thermal sweatshirt*, \$298, and *Mother Denim Scrapper Ankle jeans in Cowboys Don't Cry*, \$268, all from **Twigs**; *fall multi print square scarf*, \$21, **Cloth & Metal Boutique**; and *Fortress of Inca Michelle mules*, \$238, **Tradition Women's Market**.



Mad for Plaid

Go bold by pairing up plaid prints! For an extra dose of sophistication, slip a high-neck blouse underneath, then throw on a sherpa coat for a mega-trending look. *BB Dakota Fleece & Love jacket*, \$88, **Cloth & Metal Boutique**; *THML windowpane sweater*, \$78, *The Shirt leopard print blouse*, \$98, and *Cival Ledia earrings*, \$52, all from **Tradition Women's Market**; *Velvet by Graham & Spencer Abigail plaid ankle pant*, \$228, **Twigs**; and *French Kande pearl rings*, \$99 each, **Ciao Bella Boutique**. ✨

ASK THE EXPERT



UNDERSTANDING HOSPICE CARE

ASK HEARTLAND HOSPICE

Heartland Care Transition Nurses are experienced nurses that help patients and families understand their options regarding healthcare decisions. They also help ensure that hospice care begins smoothly for patients and families.

Q What are some misconceptions about hospice?

Patients and families think that hospice is a facility.

Hospice is not a place. Hospice is a philosophy of care centered on pain relief, symptom management and psychological and spiritual support.

We care for people of all ages who are nearing the end of their life, wherever they may live. Patients can, for example, receive care at home, a skilled nursing center or an assisted living facility. We've also helped care for patients that are experiencing homelessness.

Patients and families are confused about costs.

Sometimes people think hospice involves out-of-pocket costs, which is actually very rare.

Hospice is included in benefits offered by Medicare, Medicaid, VA and commercial insurances. Medicare, Medicaid and VA cover services at 100%, so there is no cost to the patient. If patients have private insurance or managed care, Heartland always assists in checking benefit coverage to make sure patients and families understand any potential costs, if there are any.

Patients and families think they have to sign a DNR.

A patient can receive hospice without signing a Do Not Resuscitate (DNR). The hospice regulation actually says that hospices cannot

discriminate against patients because of any advance directive choices. Heartland believes that no patient or family should ever have to give up hope. As patients and families work with hospice, attention shifts from how to prolong life to how to make life more meaningful.

Patients and families think they have to be actively dying, or sometimes feel like they are not ready for hospice.

Patients do not have to be "ready to die" or actively dying before getting the care they deserve. Hospice helps patients and families deal with what is happening to them on their own terms and in their own time frame. It is not required patients are within days or weeks of death prior to receiving care.

Q How can people plan their end of life care in order to avoid an emergency situation?

Having advanced directives in place is important so care providers know what you want and can follow through on your requests. That way, when a crisis occurs, your wishes are clearly defined. You can work with your physician's office, local hospital or a medical social worker to establish your advanced directives.

Q What should people consider when choosing a provider?

One important thing to consider is who is going to provide the most support.

Ask how often the patient will be seen. The hospice benefit sets minimum visit frequencies, but providers have varying staffing numbers, which can dictate how attentive a provider will be. You can also ask about the nurse-to-patient ratio. How often will the same staff see that patient? It is important to build relationships with your care team, and no one likes to repeat their story, or feel like they are not being supported. Also, ask about typical response times if help is needed.

Q Has hospice care changed at all due to COVID-19?

Hospice has definitely had to adapt with things like additional screening for both staff and patients.

Contract tracing, strict infection control procedure, use of personal protective equipment and how staff visit patients are also important considerations.

We've developed creative solutions to customize care and meet patient and family needs. We have flexible care options, can alter visit frequencies, and use videoconference and teleconference. We truly meet you where you are, whether that is in-person or through technology.

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A CLASSIC GEM

BY SHAYNA MACE

“GIVE THE LADY WHAT SHE WANTS,” Lynn McFee tells me, referencing department store magnate Marshall Field’s famous saying. She’s referring to her retail philosophy at McFee on Main, her beautifully-appointed home décor and clothing boutique nestled on Mount Horeb’s main drag. McFee just celebrated her shop’s fourth anniversary this past September.

Prior to owning her boutique, McFee had a long career in Chicago and New York City with Ralph Lauren’s men’s, women’s and home divisions. Using the expertise she gained from her 30-year career, McFee skillfully mixes home items (tea towels, utensils, blankets), baby gifts, accessories and clothing in her two-story shop.

McFee especially enjoys hand-selecting the clothing she carries, which are all pieces that are wearable for everyday – with a stylish bent (see the leopard coat below!).

“We all like our in-person retail fix – and you can’t get that online,” says McFee. “Customers love coming here, and I love making it special for them.” 🌸

400 E. Main St., Mount Horeb. mcfeeonmain.com



SHOP THE LOOK



← COCO + CARMEN leopard faux fur coat is a head-turner for fall. \$89



← Make this patterned, boho scarf the centerpiece of your look, or marry it with another patterned piece for a bolder ensemble. \$45



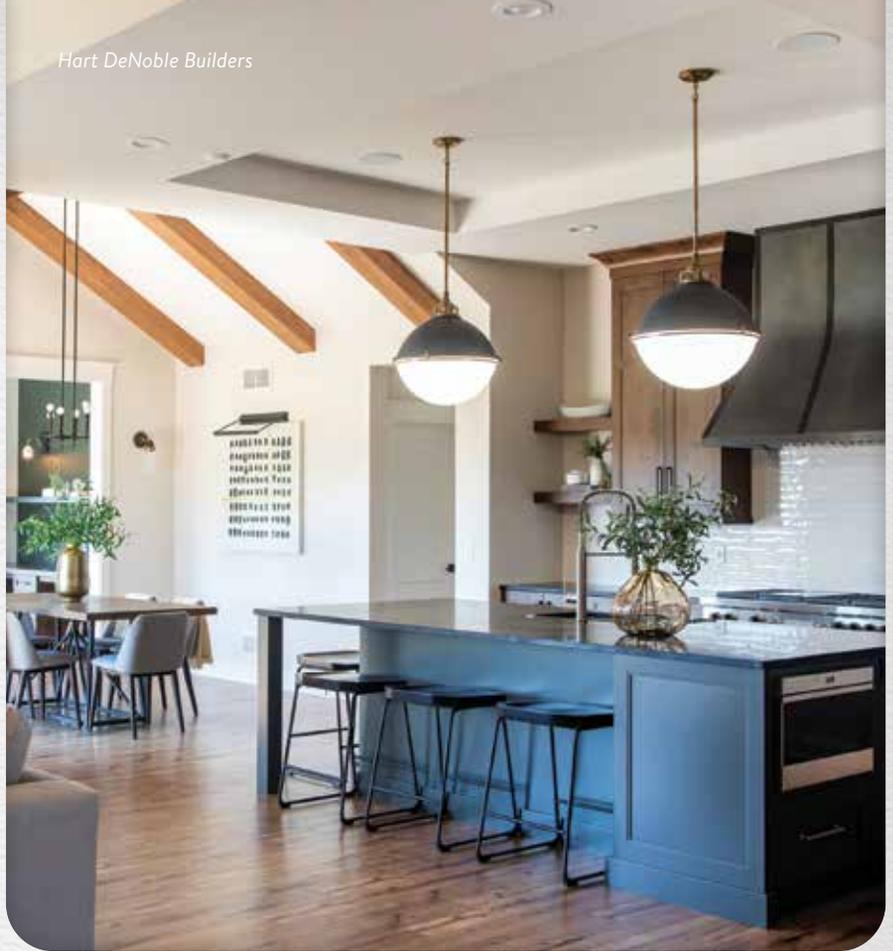
← It'll look like you picked up one of these Pan straw bangles in an exotic locale. We won't tell. \$15 each

K&K Interiors bowls and plates are perfect for snacks and hors d'oeuvres or used for holding trinkets and jewelry. \$9



← Warmies stuffed animals hide a sweet surprise: The microwavable plush provides hours of warm relief and is gently scented with lavender. \$25 each

PHOTOS BY SHANNA WOLF



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ACTIVIST TURNED POLITICAL CANDIDATE

Heather Driscoll's career has revolved around working behind the scenes in social activism. In the last couple of years, though, she's been on the ticket.

BY SHELBY ROWE MOYER

PHOTOGRAPHY BY JOEL RIVLIN



THERE COMES A TIME in many of our lives when something lights a spark in us, manifesting into how we perceive the world or the kind of career we decide to pursue.

That moment for Heather Driscoll — who ran this past August for a seat in the 76th Assembly District (but ultimately lost to Francesca Hong) and was the Madison legislative lead for Moms Demand Action for Gun Sense in America — was becoming the opinion writer for her college newspaper at the University of Minnesota-Duluth.

Driscoll was earning her degree in psychology, and hadn't thought much about politics. In the process of digging for opinion stories, she started reading about environmental issues, like the Kyoto Protocol, an international agreement to reduce greenhouse gases. During these formative years, she also became chair of the university's public interest research group, and a desire for a social justice career was forged.

Post-college, she joined the Peace Corps and facilitated environmental education and worked at a nonprofit in Romania that protected land and created national parks. From the early 2000s on, Driscoll worked in the social justice sphere in San Francisco; Washington D.C.; and, now, Madison. For the most part, Driscoll was a figure behind the scenes, helping businesses lessen their environmental impact, volunteering for political campaigns locally and nationally, and lobbying at the state capitol.

However, after the 2016 presidential election, Driscoll felt the urge to run for office herself.

"When [Donald] Trump won, it really shook me," she says. "Especially as a sexual assault survivor. It was so clear how much damage he had done to women, and so it was kind of shattering for me. More so that so many people were supporting him and voting for him is what really hurt me."

"For so long," she continues, "I felt like all the leaders had

things under control and that there were people who were smarter than were figuring things out. What I realized is that how we got to where we are is the failure of leadership from so many different people."

Not long after Trump made his victory speech, Driscoll got a text from a friend about Emerge Wisconsin, and it set in motion her path as a potential politician. Emerge Wisconsin is a democratic organization that educates women about the aspects of building and running a campaign. Driscoll was accepted and spent six months learning campaign ethics, door knocking, fundraising, networking and more.

In 2018, she ran for Dane County Board Supervisor and lost. She decided to run for this year's state assembly race, with the hopes of making a broader impact on the issues she's built her platform around, including environmental sustainability, gun violence, gender and racial equity, and sexual assault prevention — all of which she's worked on in the past.

After her loss in the primary this past August, Driscoll sent a message out to her supporters thanking them and reiterating the need for "real action" for "multiple crises" the country is facing, from COVID-19 and climate change to gun violence and racism.

For Driscoll, even though winning a political seat is obviously the goal of the race, her overarching mission is to affect change, and she certainly hasn't slowed down. She's making calls for state assembly candidates, helping to register voters, collecting absentee ballots as a poll worker — the list goes on. Of course, racial equity, gun violence and sustainability continue to be constants in her community work.

"I'll continue pushing forward and showing up for meetings, knocking doors, writing letters — those are all things I can do whether I'm elected or not," she says. "The more people are involved in the community, the better our world will be. Everyone has something to offer."

SO, YOU WANT TO RUN FOR OFFICE?

Here's what Driscoll has learned.

PLUG IN

There are so many ways to get involved in your community, Driscoll says. "I got on the neighborhood association board, and I created an environmental committee and started some projects, like Leaf Free Streets by working with the city and county. I also got some money through the neighborhood association to get air monitors, because there was concern about the air quality in the neighborhood ... being so close to a factory." So, plug in and find out what the needs are in your community.

STAY INFORMED

Try to schedule coffee dates with anyone who's engaged in local political organizations, so you can get a sense for who may be running for office and learn early on if their values align with yours.

VOLUNTEER FOR LOCAL CAMPAIGNS

Helping someone else with their campaign will teach you the ins and outs of running for office. If you have a specific skillset you'd like to offer, mention that upfront to see if there's a need in that area. If you're more introverted, there are plenty of roles that don't involve interfacing with voters.

MOST VALUABLE LESSON LEARNED FROM EMERGE WISCONSIN

Door knocking and connecting with voters. "I've heard people say your door is the hardest door to get through," she laughs. "But once you get out there, it's not as intimidating as you might think, especially for local office. Many don't know there's an election coming up, and you're the first person to let them know about it"

BUILDING A CAMPAIGN TEAM

When recruiting friends, family and others who want to help you with your campaign, it's helpful to have people who are willing to be flexible, Driscoll says. Find people who are really committed and want to learn. 🌸

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Dr. Mark Burkard and Rachel Sundstrom preparing for DNA extractions

COURTESY OF UW HEALTH

THE RARE SURVIVORS

UW Health oncologist Dr. Mark Burkard is in the midst of a study that will hopefully reveal why and how some are able to survive decades with metastatic breast cancer, when the vast majority don't.

BY SHELBY ROWE MOYER

ELIZABETH PRONOLD JOKED it was the “Dark Ages” when she was first diagnosed with breast cancer.

She was 30 years old in July of 1979 when she found what felt like a lump in her breast. Pronold had graduated from nursing school just a couple years prior, so she knew this mass could be something. But, breast cancer? At her age, she didn't think that was likely.

When she was diagnosed with ductal and lobular breast cancer, the medical field was just beginning to expand treatment options and some of the technology certainly wasn't as good as it is now, according to the National Center for Biotechnology Information.

In the past 40 years, much has changed. Breast cancer used to be more deadly, but as diversified and targeted treatments emerged, positive outcomes for patients have increased. According to the American Society of Clinical Oncology, the number of women who have died from breast cancer decreased 40% between 1989 and 2007.

UW Health oncologist Dr. Mark Burkard, who specializes in breast cancer and is a professor at the University of Wisconsin-Madison, has spent the past several years researching what

he hopes will shed more light on an incurable form of cancer, metastatic breast cancer, with his study titled “UW's Outliers Study of Extreme Long-Term Survivors with Metastatic Cancer.”

Metastatic breast cancer is breast cancer that has spread to other parts of the body, like bones, lungs, liver, brain or other organs. It only emerges in 30% of breast cancer survivors. Those that develop it, however, only have a five-year survival rate of about 27%. The survival rate beyond five years is even more dismal.

Pronold is among the unlucky 30% of those diagnosed with metastatic breast cancer. More importantly, though, she's among the few who is living with it. A 2017 biopsy of a lesion on her right temple revealed that her breast cancer had metastasized to her skin, and scans also showed the cancer was in her bones and lymph nodes.

After learning about and participating in Burkard's study, Pronold thinks she likely had metastatic disease long before her 2017 diagnosis. She hypothesizes that it may have been so slow growing that it allowed her to live with it for decades. Today, she's taking an oral medication that keeps the cancer at bay, allowing her to live a happy and healthy life.

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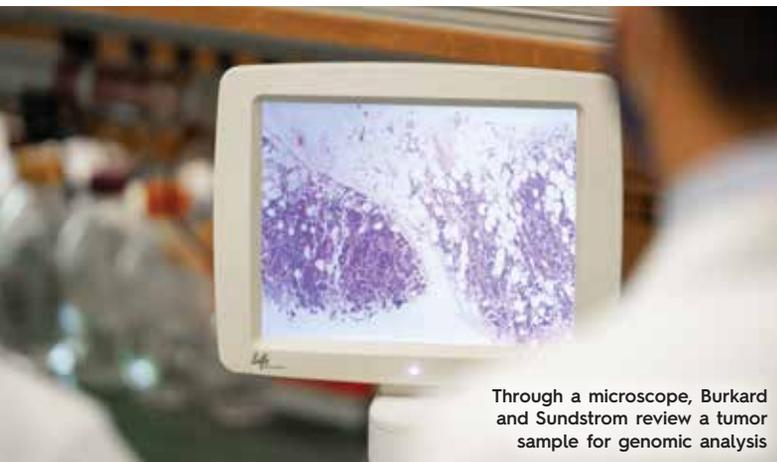
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- Peri- and post-menopausal management
- Adolescent gynecology
- Well Women Care
- Pregnancy planning
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“It’s possible that people like Peg [Geisler] live long because their immune system has successfully detected the cancer as foreign and has been able to suppress it [because] the immune system is destroying cancer cells.”

—Dr. Mark Burkard



Through a microscope, Burkard and Sundstrom review a tumor sample for genomic analysis

But what’s different about Pronold is that she’s considered an “extreme long-term survivor?” That’s what Burkard hopes to figure out.

Burkard began the Outliers study around 2016, after he met Peg Geisler, a Wisconsin woman who was diagnosed with metastatic disease in the early ‘80s.

“She beat those five-year survival statistics,” Burkard says. “Then she beat the even-worse 10-year survival statistics. Then she beat the 20-year survival statistics, and she even beat the 30-year survival statistics. So, I knew right away that her story was incredibly unusual. I guess the question was, ‘Why?’”

Initially, the Outliers study only included patients who had

been treated at UW, but with the help of grants and cancer organizations, Burkard was eventually able to collect information from more than 1,000 people around the world who have metastatic disease.

The survey is still open for metastatic survivors to take online, but Burkard’s team has already released some preliminary results from participants’ information, which revealed the most common metastasis site was bone, and that only about 100 of metastatic survivors have lived with the disease for 10 or more years. It also showed that lifestyle impacts, like exercise, don’t seem to correlate with survival rates, which wasn’t surprising to Burkard, but was a little disappointing.

“I would love to be able to have something to empower people to control their destiny, but that’s not what we saw,” he says.

More recently, Burkard narrowed down 50 participants who are the longest survivors of metastatic disease and collected tumor samples (if they were still available) and saliva samples for genomic testing. The analysis Burkard is doing is threefold: looking at lifestyle (diet, exercise, sleep patterns), cancer treatments and genetics.

Burkard says two groups have already emerged in his preliminary analysis: exceptional responders (those who responded very well to their treatments) and exceptional survivors (those who seem to have such a slow-growing cancer that, even if they aren’t being treated, they seem to have a strong survival rate).

For the exceptional survivors — like Geisler who isn’t currently undergoing cancer treatment — he hopes the genomic testing will reveal some correlations. He has some theories about why some may be exceptional survivors, which could include the immune system.

“It’s possible that people like Peg [Geisler] live long because their immune system has successfully detected the cancer as foreign and has been able to suppress it [because] the immune system is destroying cancer cells,” he says.

The study has a long and challenging road ahead, Burkard says. He’s hypothesizing that the participants’ information will fall into several subgroups, and for some, he may have no explanation at all.

Though the Outliers study is about four years in the making, Burkard says this is just the beginning. He hopes to analyze more information and increase the demographics of his participants. Currently, he has little data from men, and those that are Hispanic or Black.

Pronold keeps an eye on the study’s webpage, which is updated every once in a while with new information. Only a handful of people in the study were first diagnosed with breast cancer in 1979 like her, so she’s interested in their results as well.

For Pronold, the study’s outcome isn’t really about her survival — she hopes the study could reveal genomic markers that can be identified and tested in other people.

“I’m hoping that if there’s something from my parents — or that I could pass on to my children,” she says, pausing. “I have two biological boys. I think it would be great if there were markers to watch for. I think that’s really my hope.” 🌸

Your Guide to Overall Wellness



If you think about it, most everything in our lives revolves around our health — though it may not even be something we think about every day. When you feel great, you can take on the world. When you don't feel up to par mentally or physically, it can hinder everyday living. Being in tune with your body is step one, and step two is having the power of knowledge to make the best choices for yourself.

To better understand issues that impact many women, from breast health to skincare concerns, SSM Health tapped its medical experts to answer questions and misconceptions.



Caring for Your Breasts



Dana Henkel, MD, is a general surgeon at SSM Health in Madison. She focuses on breast health and breast surgery.

WHAT ARE SOME MISCONCEPTIONS ABOUT BREAST HEALTH?

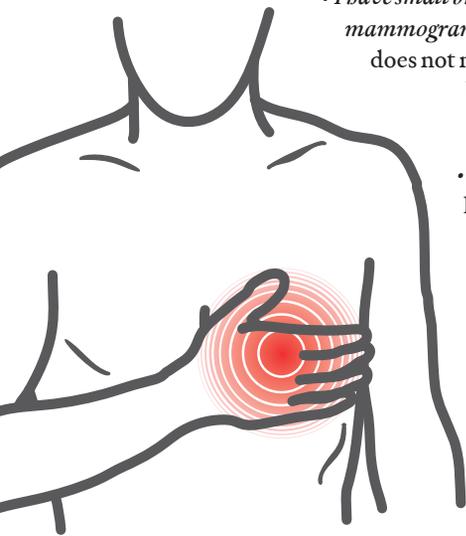
- *That all breast lumps are cancer.* There are many lumps, such as cysts and fibroadenomas, that are benign.

- *I have small breasts, so I don't need a mammogram.* The size of the breast does not matter. If you have any breast tissue, you are at risk for breast cancer.

- *Men can't get breast cancer.* False. It is rare, but men can get breast cancer. All men have a small amount of breast tissue.

- *Breast pain is a sign of breast cancer.* It is rare that breast cancer causes pain. More commonly, breast pain is related to your menstrual cycle, caffeine intake or muscle pain or strain.

- *There is no breast cancer in my family, so I am not going to get breast cancer.* Unfortunately, the majority of women diagnosed with breast cancer have no family history.



WHAT'S A COMMON QUESTION YOU GET?

When should I start getting mammograms? This is a tricky question, because there are different recommendations depending on which medical society you ask. My stance on this is very conservative. I tell my patients to start getting mammograms every year starting at the age of 40. If they have a family history of breast cancer, then they may have to start mammograms, and possibly MRI of the breasts, before age 40.



I also hear, "Why did I get breast cancer?" Learning you have breast cancer can be devastating news, and many times a patient will ask "why me?" I try to explain that the cause of breast cancer is multi-factorial. There are some risk factors we have no control over, such as female gender, getting older, inheriting a genetic mutation or having close family members with breast cancer. On the other hand, modifiable factors such as drinking alcohol, obesity and the use of hormone therapy can increase your chance of breast cancer.

IF THERE WAS ONE MESSAGE YOU WANT WOMEN TO WALK AWAY KNOWING, WHAT WOULD THAT BE?

Be proactive and get your mammogram! We know that women who are diagnosed with breast cancer at an early stage have the best chance of cure.



Considering Your Pelvic Health



Joy Lane, PA-C, has been with SSM Health for 20-plus years and is an advanced practitioner in pelvic health, with a specialty in treating disorders related to the vulva and vagina. Lane says 25–45% of women have some degree of incontinence, a widely-underreported health issue that can be addressed.

WHAT ARE SOME MISCONCEPTIONS ABOUT PELVIC HEALTH?

The biggest misconception is that pelvic health issues are due to the normal process of aging and nothing can be done to help. Another misconception is that pelvic health is only for women. While the majority of our patients are female, we also treat pelvic health disorders in men.

WHAT'S A COMMON QUESTION YOU GET?

How can I control my bladder? Why am I leaking urine? First of all, we need to determine the most bothersome issue. The two most common types of urinary incontinence are urinary urge and urinary stress.

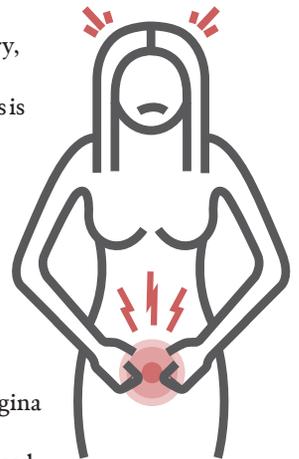


Urge incontinence is that sudden feeling of the need to urinate, without being able to get to the bathroom fast enough. This can often happen when you turn your key in the door to go into your house, or pull into your garage, or stand up to go to the bathroom. It can also occur when you run water.

Stress incontinence causes leaking of urine when you cough, sneeze, laugh, lift, squat or any physical activity.

Treatments for urinary incontinence vary, based on the type of incontinence. Many women have both stress and urge and this is called mixed incontinence. The next step is then to determine which type is more bothersome and work on that first.

Treatments typically start with more conservative therapy (lifestyle changes, strengthening pelvic floor, bladder retraining); medications for urge, if appropriate to patient; and pessaries (device that can be put in the vagina to help with stress incontinence). If these are not helpful enough, then more advanced therapies (procedures and surgeries) could be considered.



DO YOU HAVE ANY ACTIONABLE ADVICE OUR READERS CAN USE IN REGARD TO PELVIC HEALTH?

There are many things patients can do on their own, depending on their issue. If urinary urgency is the issue, cut out bladder irritants. I like to think of the C's: coffee, caffeine, cocktails (alcohol), carbonation (anything with bubbles) and citrus (fruit juices and lemonade).

Strengthen your pelvic floor. Do Kegel exercises daily. Sometimes this takes direction in order to do these correctly and coordinate these muscles. Get help from a Pelvic Floor Physical Therapist.

IF THERE IS ONE MESSAGE YOU WANT WOMEN TO WALK AWAY KNOWING, WHAT WOULD THAT BE?

Ask for help. Talk to your primary provider. Say something as simple as "I can't control my bladder." Don't be embarrassed. You are not alone. These are incredibly common issues and there is much that can be done about them. Let's remove the stigma.

Monitoring Your Mental Health



Lisa “Pema” Antoniotti is a chaplain at SSM Health and has been there for three years. When she’s working with people, she likes to take into consideration their mental, physical and spiritual health.

WHAT ARE SOME MISCONCEPTIONS ABOUT MENTAL HEALTH?

Many people think there are two very distinct states of either mental health or mental illness. However, it is more accurate to think that mental health and illness exist along a spectrum. We can move up and down that spectrum as we live out our lives, and even on a daily basis. It is commonly estimated that one in five people have had a mental health issue; however, it is also estimated that about one in five people are among the most mentally healthy and are therefore very resilient in emotionally difficult situations.

Many people also think that there is nothing we can do to help prevent mental health problems from occurring. However, there are many preventive actions we can take to boost our mental “fitness,” also called resiliency.

WHAT’S A COMMON QUESTION YOU GET?

As a chaplain, most questions I receive center around how to deal with deep anxiety, workplace stress and difficult or traumatic life events. People want to know how to create a sense of meaning and purpose while coping with illness, how to develop and maintain a sense of social connection, and deepen their own inner strength. More recently, the added stress of coping in a pandemic has certainly been a factor.

DO YOU HAVE ANY ACTIONABLE ADVICE IN REGARD TO MENTAL HEALTH?

Many people I meet have rarely thought about good mental hygiene. Wherever we are on the continuum of mental health, mind-body and spirit practices help nourish and clear our minds. Among all of the meditations I teach, I most often recommend Metta meditation. Metta meditation has been shown to decrease migraines, chronic pain and symptoms of depression and PTSD. It increases compassion and sense of social connection, as well as decreases criticism of self and others. It can even positively affect the aging process and make you more resilient to stress.



Healthy Weight Management



Janet Droessler, MD, is a registered dietitian and a physician at the Weight Management Clinic at SSM Health, helping patients reach and maintain a weight that is best for their biology. She’s been with SSM Health since 2001.

WHAT ARE SOME MISCONCEPTIONS ABOUT METABOLIC HEALTH/OBESITY?

That an individual has 100% control of their body weight and losing weight is all about will power. Also, that blame and shame motivate behavior change, exercise is the most effective way to lose weight, that “eat less and move more” is enough and metabolic surgery is “the easy way out.”

WHAT ARE SOME COMMON QUESTIONS YOU GET?

Why is it so difficult to lose weight and keep it off?
There are strong biological mechanisms that drive and sustain obesity. Body weight/body fat is regulated by our brain and biology similar to how blood pressure, blood sugar, heart rate

and breathing are regulated. Body weight/body fat is similar to breathing in that we can affect it to a certain degree — we can breathe faster or hold our breath — up to a certain point and then the brain takes over. This metabolic adaptation works hard to defend and get us back to our highest weight by increasing appetite/cravings/hunger and slowing down metabolism.

What is the right diet?

In the words of food writer Michael Pollan, “Eat real food, not too much, mostly plants.” Eat the smallest amount of the most nutritious food you can enjoy. End a meal when hunger is gone and know how to manage your hunger.

IF THERE WAS ONE MESSAGE YOU WANT WOMEN TO WALK AWAY KNOWING, WHAT WOULD THAT BE?

Obesity is not a cosmetic issue. Obesity is not a voluntary choice. Obesity is not only about body size. Obesity is a disease of excess body fat accumulation that impairs health and well-being. Obesity is chronic, progressive and relapsing. There are strong biological mechanisms that drive and sustain obesity. This biology is not in our control. Also, our environment leads to weight gain for most of us. Your BEST weight is the weight your biology allows you to get to AND stay at when you are living the healthiest life you can enjoy.



Want more expert advice from SSM Health practitioners? Head to bravamagazine.com for an interview with a dermatologist about how to best care for your skin, from your 20s to your 60s.



FROM HIGH NOTES TO HARD HATS

Susan C. Cook, director of UW–Madison’s Mead Witter School of Music, learned a thing or two about what makes a great concert hall — and brought it to Madison.

BY MASARAH VAN EYCK

PHOTOGRAPHY BY HILLARY SCHAVE

IF YOU WATCHED that accordion-looking building go up over the past few years on University Avenue in downtown Madison, you have some idea of what Susan C. Cook, director of UW–Madison’s Mead Witter School of Music, has been up to.

Built entirely with private funds — the majority of which were secured under Cook’s leadership — the Hamel Music Center is the campus’s new state-of-the-art music performance hall. Pre-COVID-19 the school was offering dozens of public performances — many of them free — each month. Cook says the school is currently live-streaming events from the building (check the School of Music’s website) and they’re excited about their Zoom opera production this fall. (They’ll resume in-person performances when it’s “in accordance with all university, city and county guidelines,” explains Cook.)

Cook said it was sad to open the building in late October 2019 and then have to close it shortly after, but still, it’s a major addition for the music school. We asked her what it means to have brought such a venerable project to fruition.

As a musicologist, did you ever think you’d be directing a building project?

Absolutely not! And I don’t remember any [of my] graduate courses being offered on “building buildings.” However, interestingly enough, I did cross paths with the building’s architect, Malcolm Holzman, at my first faculty position at Middlebury College. I sat on the planning committee of their performance hall but left before any construction started.

What were some things you learned from working on this major building project?

It was such a fascinating project. I liked learning about things I didn’t know anything about, like precast concrete, which was chosen because it’s tough and gives acoustic support, but I had no idea how it had to be made in a mold and brought in, and you can choose the color of the material and all these little decisions that are just about the outside of the building. And how one thinks about building something that’s going to last,



as well as something that’s beautiful. How you think about a building having a personality.

The other thing ... was to hear different students talk about what they like about the building; things I didn’t think about that would be interesting or useful to them. One of the concerts that we did last year was a wind ensemble, and they talked about how that work wasn’t playable in our previous space, and I hadn’t put that together. I knew some things made [the Hamel building] different and special, but I didn’t know there was certain repertory we couldn’t play until we were in our new space.

Since you’ve been director, it seems the School of Music has hired faculty who bring new and/or contemporary perspectives to the department.

Well, music is a terrific way to engage with other cultures, past and present. All music won’t play to all crowds, but all crowds will play to some music.

Take for example Symphony Orchestra Director Oriol Sans, a native of Catalonia, Spain, who comes to Madison via Michigan. Or professors Jean Laurenz, Alicia Lee and Nadia Chana, whose backgrounds as accomplished performers and creative scholars

bring modern and cross-cultural perspectives to their teachings.

The more diverse offerings we can provide, the more powerful experiences and opportunities to better understand what it means to be human.

What are the overarching goals the music school has when it comes to diversity?

I think all music schools are faced with thinking about how they have historically defined what music they think is most important. Often times, those decisions [and] their ideas have been narrow. There's a need for all of us to be expansive in all our listening and performing. If we only think some music is important, that's going to limit and exclude. Of course, diversity in the student body is important and we want to see that reflected in the faculty and staff as well. There's no one solution or one way to achieve that.

Of course, there's always need for improvement. Most of my career I've been trying to work at curricular change and curricular development. Yes, we've made inroads, but there's a tremendous amount of work to be done. I would be very suspicious of a place that said there wasn't work to be done. Celebrate what you've done, but always make it clear that it's a work in progress, and you can never stop doing the work of curricular change and curricular transformation.

Now that this project is wrapped, what's next for you?

Good question! I'd love to see the momentum continue to get all of our activities moved out of the Mosse Humanities Building and



FLASH RESPONSES

Favorite hidden gem on campus: The Chazen Café, the new coffee shop in the art museum.

Favorite Madison restaurant: Our go-to celebration spot is Sardine.

How do you take your coffee? I tend to like a café latte, a good latte.

Listening to: The radio station that is always on in my house is WORT 89.9 FM.

Favorite style of music: I am an old fan of the French baroque keyboard music, but I also love contra dance music.

Work-from-home must-haves: The latest must-have is from my sister-in-law. She sent me a Ruth Bader Ginsberg (kamibashi) doll, so she accompanies me.

into new instructional spaces that complement the state-of-the-art performance spaces of the Hamel Music Center.

On a personal note, however, I do want to get back to my own research and writing on American music, specifically, my work on ragtime dance. It draws on campus archives and uses campus activities to tell the story of what social dance and music meant to a youth audience in the years before World War I. 🌸

Masarah Van Eyck is a Madison-based writer and publicist.



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NINE NETWORKING GROUPS TO CHECK OUT NOW

It's all about who you know.

BY SAMANTHA GEORGSON

WHEN YOU INVEST in your relationships, both personal and professional, you're benefitting your own growth and evolution.

Networking isn't simply about making connections — it's about staying on top of industry trends and keeping a pulse on the job market. Ultimately it's the key to building long-lasting, mutually beneficial relationships that will, in turn, foster your own career development.

There are so many amazing networking groups and co-working spaces in the Madison area that we couldn't possibly list them all, but we've rounded up a few of our favorites that we hope will inspire you to get involved.

Editor's note: As of press time, all groups listed are active and hosting virtual events.

100STATE

100state's mission is to create a community and home for problem solvers, creatives and entrepreneurs. With more than 300 active members, 100state is dedicated to providing educational resources, events, mentorship and more to the Madison area business and arts communities.

100state's creative director, Sam Christensen, says one of the best parts about working for 100state is working alongside people of all industries.

"Sharing a space with computer engineers and software programmers challenges the way I think about things as an artist," he says. "The community aspect is really what makes 100state so unique. Everyone brings such a different piece to the table," explains Christensen.

Events are one of the cornerstones of

100state, and the organization is taking cues from the county about the safety of gatherings. Pre-COVID-19, 100state hosted in-person happy hours and member lunches but moved those to virtual or socially distant gatherings outside.

Christensen says he has other exciting events and creative workshops in mind, which will eventually be open to the public. 100state.com

AMERICAN FAMILY DREAMBANK

DreamBank hosts networking groups, company meetings, events and offers their own monthly programming of speakers on all topics. Typically, events are held at DreamBank (which are great for connecting with others) but, for now, online events are available for sign-up via its Facebook page. Topics include marketing strategy, rental property investments and family fitness. amfam.com/making-a-difference/dreambank

LATINO CHAMBER OF COMMERCE

The Latino Chamber of Commerce represents a wide array of successful businesses in the greater Madison area, with an emphasis on the many locally owned Latinx businesses. Their mission is to maximize economic development and job creation through business advocacy programs that generate success and value for Latinx entrepreneurs and business owners. lccmadison.org

MADISON FREELANCERS UNION

The Madison Freelancers Union was established for local designers, consultants, marketers, writers and more to promote their services and network with fellow freelancers. Advocacy is another pillar of the organization. An estimated 57 million Americans are freelancers, according to Forbes, making advocacy for their rising numbers even more important. madisonfreelancers.com

MADISON MAGNET

Magnet's mission is to provide young professionals with opportunities to connect, collaborate and grow in their

careers. Aside from gaining new contacts, events aim to bolster your professional development. Monthly events have been swapped for virtual learning sessions. madisonmagnet.org

MADISON NETWORK OF BLACK PROFESSIONALS

The Madison Network of Black Professionals was established in 2004 to act as a springboard for Madisonians with similar "heritage, education, business, technology and social activities." The networking events also share information that's of interest to the local Black community. madisonblackprofessionals.com

MADISON WOMEN IN TECH

A welcoming space for women and gender nonbinary tech workers – including students – Madison Women in Tech is an educational and professional development hub with regular events that aim to elevate women working in Madison's tech scene. meetup.com/madison-women-in-tech

SOCIAL MEDIA BREAKFAST MADISON

Social Media Breakfast Madison centers around social media education, from analytics to public relations to growing sales. Each month, members sip coffee and listen to area experts divulge their tips and tricks. The nonprofit organization caters to all member demographics, including academia, nonprofits and businesses. smbmad.org

WISCONSIN WOMEN ENTREPRENEURS

Wisconsin Women Entrepreneurs (WWE) South Central Chapter is heralded as a space where entrepreneurial women can explore and develop themselves personally and professionally.

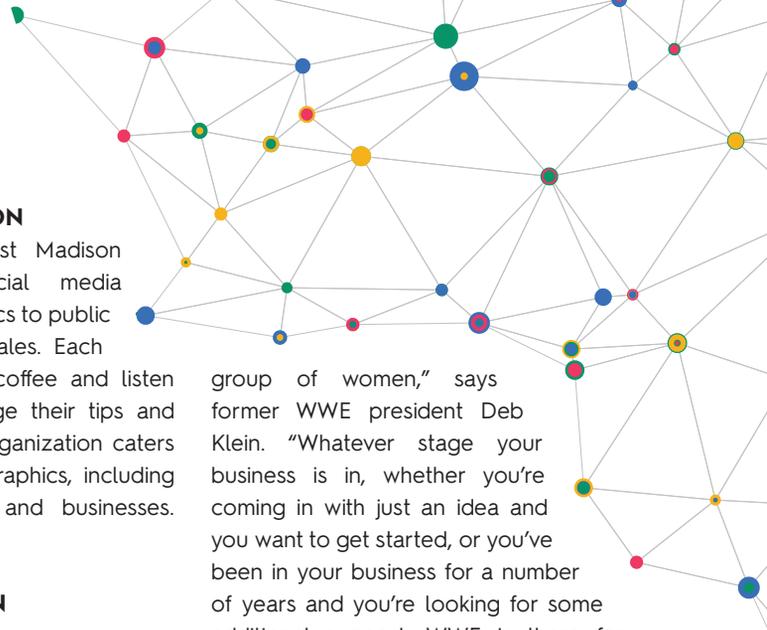
In addition, the organization works with businesses-minded middle school girls, teaching them self-empowerment and providing opportunities to connect with area business owners.

"WWE is a very warm, supportive

group of women," says former WWE president Deb Klein. "Whatever stage your business is in, whether you're coming in with just an idea and you want to get started, or you've been in your business for a number of years and you're looking for some additional support, WWE is there for our members."

WWE hosts regular meetings that often feature speakers both from within and outside of their organization. wwesouthcentral.org 🌸

Samantha Georgson is a writer, blogger, content creator and self-proclaimed digital marketing maven. She loves writing about beauty, books, fashion, feminism and everything Madison.



Putting clients first is a top priority.

In uncertain times, it's important to stay focused on the future. I can help you navigate both near-term challenges and long-term goals.

I start with your financial goals and take the time to get to know what matters most to you. As a private wealth advisor with Capital Wealth Advisory Group, I care about the financial well-being of you and your family.



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DO I NEED A FINANCIAL ADVISOR?

They're not just for the rich and famous — everyone can benefit from their guidance.

BY KATY MACEK

WITH THE ECONOMIC uncertainty of COVID-19, we've all had finances on our mind. Making sure you're on solid financial ground can help ease financial stresses now and into the future. Perhaps you've wondered if it's the right time to hire a financial advisor.

With so many unknowns, a finance expert can help prevent you from making short-term "fixes" that may negatively impact your long-term goals, especially with new laws and regulations, says Emma Mueller, financial consultant with Madison-based Park Capital Management, LLC.

"Working with a financial advisor who can navigate the complexities of these new rules and apply them to your situation is key to a successful outcome," Mueller says, "whether it's debt consolidation or retirement planning."

Financial advisors can even walk clients through COVID-19 concerns, such as if they've lost their job and need to figure out their options — especially for lost employee benefits, like health and life insurance, says Carrie Waters Schmidt, a financial planner with Equanimity Wealth Planning and Investing offering comprehensive financial planning through Lincoln Financial Advisors Corp.

Schmidt and Mueller answer some common questions about using a financial advisor.

WHAT DO ADVISORS HELP WITH?

The goal is to help you make smart choices with your money, for the betterment of your current and future self, Schmidt says. In other words, Schmidt says she often helps clients decide where they should allocate their money, whether that be an IRA account, life insurance, college savings plan or a savings account — to name a few. Planners can also help with budgeting and debt consolidation.

"Most advisors like helping others, especially when you start early on because

we get to be a part of those successes as you hit those milestones," Mueller says.

HOW DO I FIND AN ADVISOR?

Often, this is the hardest part, Mueller says. Ask for recommendations from your bank or credit union as well as friends and family. Interview at least three — because someone who's a good fit for your friend may not be for you.

"Most products are fairly similar — it's the person you're working with [that] you need the most confidence in," she says. "You need to trust the advisor you're building a relationship with."

If you've got specific goals, Schmidt says a simple internet search can go a long way.

"I've had several people call me simply because they found me on the web and they feel my areas of specialty fit their needs," she says.

WHAT SHOULD I ASK MY ADVISOR IN ORDER TO DECIDE IF I SHOULD HIRE THEM?

Mueller suggests asking personal questions, such as how long they've been working in the business, if they enjoy it, what their investment philosophy is and why you should choose them versus doing it on your own.

Be sure to ask what certifications they have, such as Certified Financial Planner (CFP) and Certified Retirement Plan Professional (CRPP), among others.

DO I NEED AN ACCOUNT MINIMUM TO WORK WITH AN ADVISOR?

This varies depending on the advisor and the company, but Schmidt says, generally, if you're just looking for

planning services, advisors do not require a minimum balance. Investors, on the other hand, usually require an account minimum for liability purposes.

However, "most small investors don't need an advisor's help with their investing until there's enough to warrant paying the advisor's fees," she says.

HOW DO ADVISORS ENSURE THEY'RE THE BEST MATCH FOR A CLIENT?

"A good financial advisor should look at all aspects of your financial life," Mueller says. "It doesn't matter if you have very much to start. It's an advisor's job to help you get there."

Schmidt says advisors assess the liability of potential clients, based on assets and savings habits, but also their overall attitude toward money.

"I don't take on clients just based on their account size, but on their mindset and values," Schmidt says. "... Some of my best clients are young professionals who started with nothing. We all start somewhere, don't we?"

HOW ARE ADVISORS PAID?

That depends on the advisor, so Schmidt and Mueller both recommend asking. Most charge a percentage of the client's portfolio, but others charge a flat fee, service fees or others.

Many advisors offer a free consultation meeting, after which you can decide whether to move forward with them. ✨

Katy Macek is a copywriter and freelance journalist who enjoys learning about her community through the stories she gets to tell.





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PHOTOGRAPHY AND STYLING

BY SHANNA WOLF

Homeowner →
Melanie Gehrke
designed her house
numbers and made
the wood planter
on her front steps!



MORE TIME AT HOME means curating a tip-top porch for waving hello to driveway visitors (hello, COVID!) and increasing curb appeal. Homeowner Melanie Gehrke's front porch in the Westmorland neighborhood oozes contemporary, yet cozy, charm. "The style of my house is very common in my neighborhood, so I wanted to add dimension to the front of the house and do something unique," says Gehrke. The home's classic black and white motif is warmed with wood accents — a hot design trend right now. *Metal awning design and installation: Custom Metals (Madison). Landscaping: The Bruce Company. Pari rattan chair, \$128, Anthropologie. Sheepskin, stylist's own.*

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Contemporary

Atlas Modern Avalon house number, \$22, **The Hardware Studio**; Sherwin-Williams Humorous Green SW 6918 paint; Hinkley Walker outdoor light, \$299, **Ferguson**; Emtek Melrose front door hardware, \$395, **The Hardware Studio**; metal and leather lantern, \$97, **Décor Madison**; Christopher Knight Home Metropol Acacia bench, \$170, **Target**; and Opalhouse geo rug, \$15, **Target**.



Modern Farmhouse

Frank Lloyd Wright Collection copper floating house number, \$14, **Home Depot**; Benjamin Moore Mopboard Black CW-680 paint; Hinkley Foundry outdoor lantern, \$369, **Madison Lighting**; IMAX Tauba copper finish mailbox, \$150, and button outdoor concrete accent table, \$210, both from **Ashley Furniture**; Hello Circles Everyspace recycled Waterhog doormat, \$40, **L.L. Bean**.



Midcentury Modern

Montague sea blue floating house number, \$9, **Home Depot**; Benjamin Moore Sun Valley 350 paint; Hubburton Forge outdoor hibiscus pendant light, \$920, **Madison Lighting**; Marina blue wall mount mailbox, \$19, **Home Depot**; Wegner outdoor natural teak chair, \$400, **Brown & Beam***; sun and rainbow welcome mat, \$55, **society6.com**.

* photo courtesy of Brown & Beam 🌸

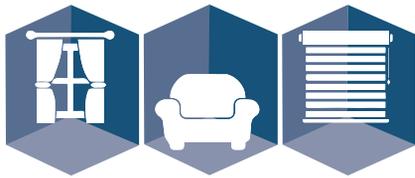
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Curating a Self-Care Haven at Home

Home is where the heart is — and pretty much everything else these days. Here's how to cultivate peaceful spaces in your own abode.

BY DEANNA KANE | PHOTOGRAPHY BY SHANNA WOLF



NOW, MORE THAN EVER, seeking solace at home is vital for health and wellbeing. Creating an atmosphere of wellness and grounding can be accomplished through carefully selected home design elements and the power of color psychology.

Every year, the major paint retailers select their colors of the year (see sidebar). For 2020, they made prophetic color selections — each hue was chosen to inspire relaxation and reprieve at home, which is beneficial as we continue to be impacted by COVID-19. To create your own at-home sanctuary, local interior designers shared their insights into integrating a wellness-focused approach when designing a home — including using color to create a much-needed tranquil atmosphere.

THE POWER OF SIMPLICITY

As people continue to seek refuge at home, many spaces are multi-purpose. Simplicity is a must to prevent a chaotic energy.

“As we use existing spaces for new purposes, like homeschooling and work, there is a trend to keep spaces simple, but also inviting,” says Erica Zander Meier, owner of Zander’s Interiors.

A relaxing atmosphere requires editing to remove negative

emotions that are often the result of too many items.

“When I create spaces meant for relaxation, I remove visual clutter,” says Carrie Simpson, owner of Vault Interiors & Design. “Eliminating excess can reduce stress or anxiety.”

“This pandemic has taught us to place more value on things we love. There is no way to feel relaxed in a space that is overflowing with piles, boxes, bags and toys,” says Sarah Helf, founder and lead designer at Sarah Helf Interior Design, LLC.

LOOKING INWARD

Recognizing the elements that calm you is an important part of a wellness-focused home design.

“Identify what makes you relaxed and happy,” says Helf. “For example, if natural elements soothe you, incorporate wood furniture, plants and different textures.”



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MIKE REBHOLZ

While personal preferences are what make your home unique to you, relaxing spaces often have the same unifying features.

“Combining design elements such as soothing color palettes, lighting, correct spacing of furniture and mindful decor will facilitate relaxation at home,” says Nicole McCoy, owner of NicoleMdecor.

Lighting plays a substantial role in the feeling of a space. Helf says, “A correctly lit room can elevate your mood.”

Questions Helf asks her clients include, “Are you able to bring more light into your home by enlarging window openings or fully opening window coverings? Are your lights on a dimmer to customize the light by task and time of day?”

COLOR PSYCHOLOGY

Color is a low-effort, high-impact way to update the space, and change how the room makes you feel.

“I have seen an increase in blue and green color palettes. Blue can calm your mind and reduce anxiety. Green can also be restorative,” says McCoy. “My clients are subconsciously choosing these colors because they need a calming space.”

Achieving relaxation at home through the use of color is unique to each individual.

“Changing a paint color in a room can create a new mood,” says Meier. “I did this in the first two weeks of the safer at home order. We selected a dark navy blue to create a more restful and cozy space for reading and relaxation.”

Color palettes in neutrals, blues and greens are top choices to create repose in a room.

NEUTRALS

- ▶ *Creamy white.* “When I create tranquility in a space I always include paint colors with warm undertones, like Sherwin-Williams Creamy,” says McCoy.
- ▶ *Greige.* “Many of my clients like warm tones, like Benjamin Moore Gray Owl or Balboa Mist,” says Helf.
- ▶ *White.* “A fresh, light space can quiet the mind. “A few of my favorite white paint colors are Sherwin-Williams Alabaster; Benjamin Moore White Dove, a warm white; or Benjamin Moore Chantilly Lace, a crisp, bright white,” says Simpson.

BLUES AND GREENS

- ▶ *Spa blues and greens.* “We typically see colors that reflect the ocean, including Benjamin Moore’s Beach Glass and Sagebrush,” says Meier.

- ▶ *Greens.* “Greens can be calming and grounding. A soft, blue-green like Sherwin Williams Sea Salt is great for creating a spa-like room, and Benjamin Moore Vintage Vogue for rich, deep color,” says Simpson.
- ▶ *Navy blue.* “Blue is perfect if you are looking to promote more stillness in your home. Sherwin-Williams Languid Blue is peaceful and restful. Benjamin Moore Hale Navy is great in a bedroom or den,” says Simpson.

“Finding the right color for a room can dramatically change how you feel in that room: relaxed or energized, restored or agitated, even how productive or distracted you are,” says Simpson. ✨

Deanna Kane is an interiors, home décor and real estate writer, who also enjoys taking on her own home renovation and design projects.

2020 COLORS OF THE YEAR

- ▶ *Behr, Back to Nature:* The “restorative, meadow-inspired shade of green” creates a purified, balanced space by bridging the indoors and outdoors.
- ▶ *Sherwin-Williams, Naval:* The rich navy hue introduces restfulness and tranquility into the home. This versatile neutral can create a grounded and calm space.
- ▶ *Benjamin Moore, First Light:* The soft, rosy hue reflects a shift in mindset from the material to satisfying the core needs in life: community; comfort; security, self-expression; authenticity and ultimately, optimism.”



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◀ Back to Business? ▶

How Madison's small businesses are enduring the ongoing challenge of COVID-19.

BY NICOLE GRUTER, SHAYNA MACE AND SHELBY ROWE MOYER

When you own a small business, you're taking a huge risk. Although the pandemic is affecting all of us, there's an extra layer of worry that small business owners and operators have taken on during this time – applying for government grants, wondering how and when to use the funds correctly, worrying if they can make payroll and making sure their own families are taken care of. We talked to some small business owners in a variety of industries to see how they're making ends meet – and how they see their businesses moving forward.

HUNGRY TO MOVE FORWARD

Marcia Castro, co-owner of The Old Fashioned

Walking into The Old Fashioned in early September, the buzzy supper club that specializes in locally sourced, Wisconsin delicacies such as cheese curds and beer, it's strangely quiet. The typically packed and lively space is mostly empty – tables are pushed against the walls and all of the patrons are seated outside. A small cadre of masked staff circulates inside, filling food and drink orders. With the COVID-19 crisis disproportionately hitting bars and restaurants, The Old Fashioned co-owner Marcia Castro says they've had to drastically change their operations.

Although the restaurant offers curbside carryout and distanced outdoor seating, Castro says, “[there’s] no indoor dining or anyone at the bar for the foreseeable future. The capacity [as of today] is 25%, and that’s not feasible. We weigh that reality versus the consequences that can happen, and feel it’s not worth it. It’s about people first.” As the weather cools, she’s not sure what winter will hold for the restaurant. Right now, there are just too many unknowns, she says.

Keeping a slight sense of levity, Castro says she’s joked with her business partner and restaurant co-owner, Tami Lax (Lax also owns Harvest next door), about accommodating indoor seating: “It’s not a party I want to throw.”



A fantastically popular bar and restaurant, limited indoor seating presents an irony of sorts for The Old Fashioned. Castro says, “We know when we open, people will come. Of course, that’s both the problem and the solution.”

Serving breakfast, lunch, dinner and late night food during normal operations, the restaurant once had 108 employees. Now with limited hours and customers, they’re down to 25 staffers. With continually changing conditions, general manager Jennifer DeBolt “is on top of the numbers every day,” says Castro. “She has been the one to do all the training with staff, making sure they’re comfortable and aware of any latest developments.”



PHOTOGRAPH BY SHALICIA JOHNSON

But with business down 75%, Castro is hopeful the RESTAURANTS Act of 2020 will pass. The act would offer a \$120 billion relief fund to help assist independent restaurants (which directly employ 11 million people) survive the crisis. Knocking on wood, Castro shrugs and pensively says, “We’re counting on this help, [and] we’re hoping for the best.”

Thinking about her industry’s future, she says, “What does our country look like if we don’t have our restaurants to celebrate in? It’s about anniversaries, birthdays, graduations and all the memories created.” Economic impact aside, it’s also personal for Castro. “Our patrons are more than just paying customers, and I like to hope they consider us more than just a restaurant.” —Nicole Gruter

Above: Marcia Castro with her staff at The Old Fashioned. L–R: Erik Myers, Thomas Bohlen, Castro, Alex Myers and Isaac Herlitzka.

To learn more about the RESTAURANTS Act of 2020 visit saverestaurants.com.

PIVOT & REEVALUATE

**Lynda Patterson,
CEO and Founder
of AMPED**



As headlines about the coronavirus dominated the headlines of newspapers and TV news last winter, much of the U.S. was still unaware of its impending impact. Organizations and associations with international membership, however, were already very much aware of its devastating reality.

Owner and president of AMPED Lynda Patterson and her team had to immediately pivot to virtual meetings and events to serve their clients. The Madison-based company serves clientele nationwide, providing management and employee infrastructure for nonprofit professional and trade associations – meaning Patterson heads up numerous organizations and her employees can step in and manage just about anything a nonprofit organization would need.

AMPED also has offices in California and Washington D.C. with employees scattered across U.S. states. For AMPED, the

coronavirus has really been a testament to its remote business model – that staff don't have to be stationed in one location to run global and national associations. In fact, AMPED's diverse staff and clients made it possible for them to quickly adapt to virtual.

For the organizations AMPED works with – like the Wisconsin Society of Executive Associations and the American Academy of Anesthesiologist Assistance – meetings and conferences are hugely important. The funding for these organizations primarily comes from the educational conferences they deliver, and within a matter of weeks, they had to be totally altered or cancelled.

Revenue began to evaporate as the associations AMPED serves were losing their biggest funding source, so AMPED secured CARES Act Paycheck Protection Program (PPP) loans for their clients. Patterson's team applied for a PPP loan for AMPED as well, and it gave her company some extra cushion to help weather the economic turn. Fortunately, AMPED was able to retain all of its 50 or so staff members without layoffs or furloughs. They even gained some new clientele amidst the pandemic.

From a service standpoint, COVID-19 has affected the way Patterson and her team are working with their clients, now that all of their programming is being done online. Patterson is hypothesizing the virus will have a 24-month grip on how society functions, so she's trying to plan the success of each organization accordingly.

"We have [seven] months down and 17 to go," she says. "And who knows what will happen? None of us have a crystal ball. So, what

"We feel fortunate that we're not a business that relies on being in one location."



STEADY PRESENCE

Londa Dewey, CEO of The QTI Group

does that look like for us in terms of virtual meetings? We can't rely on that annual meeting, so what are we going to do to create value throughout the year and keep people connected?"

Strategic planning has been another big shift in the work AMPED is doing, as boards of directors come to them with a need to develop strong direction in the aftershock of the virus.

As we head into 2021, Patterson says she's been rethinking how the AMPED team operates. She's been conducting more employee surveys than ever before, and AMPED staff have gotten creative to stay connected. Several of their working moms started a support group to share how they're managing the challenges of home and work.

"It really has gone pretty well," Patterson says, of weathering the societal and economic quake caused by COVID-19. "For us, running associations that are not based in Madison, it reiterates that we don't all need to be in one place to do the good work that we're doing. We feel fortunate that we're not a business that relies on being in one location."

—Shelby Rowe Moyer



PHOTOS COURTESY LYNDIA PATTERSON

Londa Dewey has been at the helm of QTI, a 63-year-old business founded in Madison, for 13 years. During this utterly unprecedented time she knew QTI, which "helps businesses reach their full potential through people," had to act quickly because of the clients they serve. Their work encompasses four areas: temporary administrative and industrial staffing; executive, professional and technical recruiting; human resources consulting; and PEO, which includes HR, payroll and benefits for small to mid-sized businesses.

"I'm so proud of our team because they worked quickly together ... to enable our employees to work remotely right away [during the pandemic]. We didn't miss a beat, and we've been open this entire time. We are considered an essential business, and we serve essential businesses. The primary reason for that is we have applicants that still need to come in because we provide pre-employment screenings," explains Dewey.

Dewey says that temporary staffing follows the trajectory of the economy. When the economy declines, temporary employee needs go down because of economic uncertainty. As a result, QTI, which works with companies to fill temporary and temp-to-hire positions, had to temporarily furlough their own staff because of the slowdown. Luckily, they were able to bring staff back quickly because of their PPP loan.

When things slowed down, the company strategized about how they could help their clients. They drafted up white papers and hosted webinars to keep clients informed

on the latest happenings around COVID-19 and employment trends.

"We don't know the answers, but we can certainly do the research and provide what we know and some insights. It's about being adaptable and prepared for the next 'normal,' and how do we reimagine our future so that we're connected to what businesses need in the future – which might be different than today," says Dewey.

She says the pandemic has revealed that businesses are thinking more strategically about the future. "We do succession planning because there needs to be a transition. We're finding [now] that ... businesses are being super strategic about talent and are saying, 'This is the time for us to get the talent we need [rather than waiting].'"



PHOTO COURTESY LONDA DEWEY

And during this Zoom-heavy period, Dewey doubles down on her appreciation for her own company's talent.

"While we've been apart, I feel very close to our employees at this point in time, and I really appreciate them," she says, simply. "[They've all had] different challenges in this environment, and their hard work and commitment [has showed]." —Shayna Mace

STAYING AFLOAT

Sarrut Ouk, owner of Galacticenter Bodyworks

When Sarrut Ouk opened Galacticenter Bodyworks, her massage and bodywork studio in April 2019, she was excited about finally owning her own business. Little did she know that less than a year later, the economy (and her business) would come to a screeching halt.

“In mid-March, I completely shut down. So, I had to call and cancel everybody that was booked out since I’m usually [booked out] two to three weeks ahead. From there it became, ‘What am I going to do about income and bills?’” explains Ouk.

Luckily for Ouk, she had other skillsets she could tap into during this time – namely, her experience in project management, graphic design and teaching group fitness classes.

“Design became high in demand because everyone was figuring out what to do during this time. So clients started digging out ideas from the back burner and started pursuing business ideas – and they needed a logo [designed]. So, I was actually lined up with projects back to back!” she says.

Ouk says she also taught WERQ dance fitness classes via Zoom for small donations, as well as instructed virtual workout classes for Harbor Athletic Club. For Ouk, being busy and still being able to work was wonderful – but there was a downside to being a freelance worker during this time. Ouk says she still hasn’t received any unemployment benefits for April or May because her gig work is still being verified, nor has she received any PPP funds. She was, however, able to get the We’re All In Small Business Grant from



WEDC and an Ethnic Minority Emergency Grant through the State of Wisconsin that has helped tide her and her wife over.

After she reopened in June, Ouk admits it’s been a struggle, since she’s meeting one-on-one with clients in a 175-square-foot studio in Monona. She estimates she’s only working part-time right now.

“Currently I can only see only four to five people a day with the current safety guidelines. But, people are hesitant to be in close vicinity for that long. For some people, it’s not relaxing to have to wear a mask.”

Ouk still does design and teaches fitness classes to stay afloat. And she’s staying positive, connecting with other small business owners and planning Galacticenter’s future, which may include educational events and workshops.

“Knowing that I’m not the only [small business] going through this has helped ... The hardest part of all of this has been the unknown and having to spend all of this time piecing stuff together and making things work. But I’m just going to keep going and doing it – I’m not the type to just sit around and wait for answers to come.” – *Shayna Mace*

CHILDREN & COMMUNITY

Mawara Sohail, co-owner of Goddard School

Safety and vigilance are of the utmost importance when you’re caring for society’s littlest ones. And through all of the coronavirus craziness last spring – daycares, considered “essential businesses” – had to sort through all of the rules and regulations on the spot regarding staying open while also keeping their buildings safe and sanitized for children and staff for continued use.

“It was a very stressful and busy time [last spring],” says Salman Ahmad, co-owner of Goddard School, a Verona daycare, with his wife, Mawara Sohail. “There were so many unknowns from the government programs, understanding the pandemic, how long this would go on [and] what are the short and long-term prospects. So, there was a lot of research and investigation, collaboration with other Goddard School owners and other childcare centers in Dane County, and trying to understand everything we’d face when we opened back up.”

Ahmad and Sohail opened Goddard School in 2016, so they already had a few years of operation under their belts. The daycare is a national franchise, with 500 locations around the U.S. (three are in Wisconsin).

The couple feel lucky that they owned an established business when the pandemic hit. They admit that if they were a new business, it would have been much more difficult.

Although many daycare centers stayed open continuously during the pandemic, after surveying



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Goddard's staff and families, Sohail and Ahmad decided to close the center for two months, until June 1, given the unknowns around the pandemic. Sohail says each classroom teacher provided families with weekly lesson plans throughout the entire closure, to keep kids engaged at home.

Back in mid-March, Goddard School had 182 kids. Now, they have 130 kids based off of Dane County Public Health capacity restrictions, which reduced daycare classroom numbers for ages 2½ and up from 20 down to 15 kids per classroom. (Their infant room capacity stayed the same at only eight babies). The couple also says the number is influenced by "some kids not ready to come back yet in a group care setting."

The school also had to implement a swath of changes when they reopened, including reducing their center hours by one hour (to accommodate staff schedules); manning each entrance of the

daycare with staff who accompany children inside so parents don't step foot past the entrance; cleaning high-touch areas multiple times daily; keeping children in the same groups all day; having outdoor playtime separated out by classroom; and several other policies. They had to hire two additional staff members just to accommodate all of the extra cleaning.

"We always told our staff that we are going to go through this together... Everybody is trying to help each other."

"We don't know how long this will go on and what the future will be. This hasn't been about a profit or anything since the pandemic started. It's been about staying afloat and helping the staff and families as much as we can. If we break even or even have a manageable loss, I think that we're very fortunate ... we've weathered the storm well," says Ahmad.

Sohail says as hard as the pandemic has been, it's fostered a sense of togetherness. "[What] worked for us was being supportive to our staff members. We were there when they needed us so we were all here as a team. We always told our staff that we are going to go through this together. Also, [we] looked out for our families – [to] see how we could help and support them. Everybody has to come together as a community ... and we've been lucky to create a community around this school – and everybody is trying to help each other." – *Shayna Mace* ✨



PHOTOGRAPHED BY HILLARY SCHAVE



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Investment Strategies that Work

By Sue Sveum



Money is a funny thing. Most of us realize the value of a savings account. But when it comes to investing, it's all a mystery. Maybe you don't think you have enough money to invest — or you just don't know how to get started. So we've asked local experts Debbie Oswald, principal, SVA Wealth Management, and Beth Norman, managing director — Financial Advisor of The Norman Fletchall Team at RBC Wealth Management to share their best investment tips.

The first step? Setting goals. "Setting goals and recognizing progress keeps us motivated," explains Norman. "I believe in using positive language around money. Rather than making a budget (which can seem restrictive and focus on limiting access to your resources), think about a spending plan based on your needs, wants and wishes."

Oswald concurs. "First and foremost, I want you to think about what you're aiming to accomplish," she says. "Think about what you value — what you're passionate about. And then put it on paper. You're much more likely to achieve your goal if you write it down." She recommends the following steps: 1) Name the goal, 2) Write it down, 3) Be specific about the amount you need, and 4) Set a time horizon.

GETTING STARTED

If you wonder what's the best age to start, the answer from both experts is a resounding, "Start now!"

According to Norman, age doesn't matter. "My daughter has a set of three banks that read "Spend," "Save" and "Share" she explains. "They help her prioritize how to use her money."

"Creating a habit of saving at an early age is a good way to ease into investing," agrees Oswald, "and parents should start saving for college as soon as possible — especially since Wisconsin offers tax advantages that make it beneficial."

How about retirement? It may seem a long way off, but "young people can start with an IRA or their employer retirement plan," says Oswald. "Saving and investing allows your money to work for you. You can begin to see it grow over time."

"If you work for an employer that offers a retirement plan with a matching employee contribution, be sure to save at least enough to get the full employer match," recommends

Norman. "My rule of thumb for young investors starting their careers is, take the free money!"

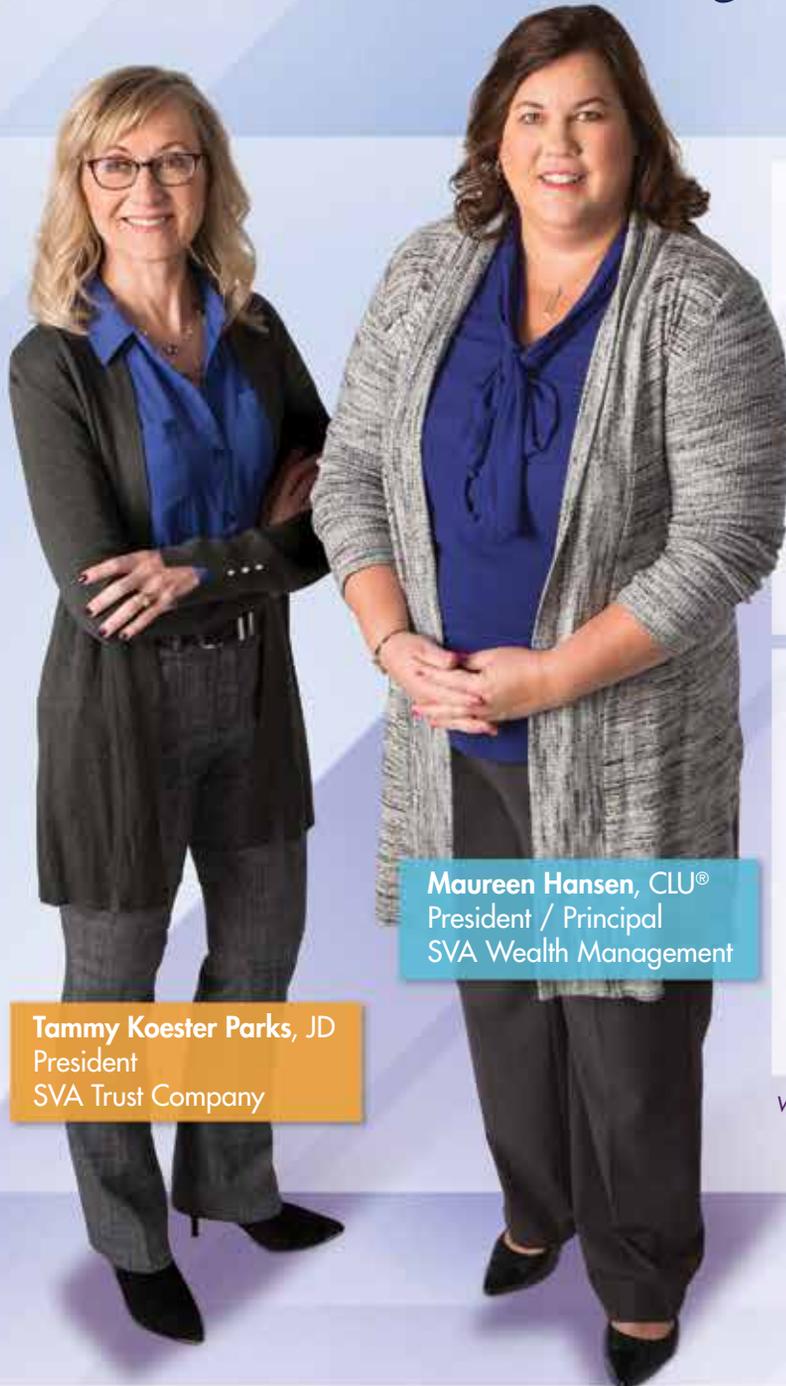
LET A FINANCIAL ADVISOR GUIDE YOU

"Before you start investing on your own, it's very important to build an emergency reserve fund," Oswald stresses. Why? "It's your insurance policy for the unexpected — so you don't need to pull money out of a retirement or investment account," she explains. "I recommend having enough money in a no-risk savings or money market to cover 6-12 months of fixed expenses. Once that emergency fund is in place, you're ready to start investing."

The next step, she says, is determining your risk tolerance, adding that sometimes people think they're okay if stocks dip — only to discover they're less comfortable than they thought. "After filling out a questionnaire, we'll work with you to create a balance of stocks and bonds that's right for you — based on your personal risk tolerance," Oswald explains.

"It's best to be a little conservative to start, because if your account loses value too quickly, then you may be hesitant in the future," she adds. "And we want to be sure that you have a positive experience. Once that comfort level is there, you can add more risk."

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“We know some investors are nervous to start. Finance is a jargon- and acronym-laden industry — and that can be intimidating, but we can help,” says Norman. “It’s also important we hear your ‘money story’ — how money makes you feel and your previous money experiences — because that shapes how you approach money moving forward.”

Oswald adds, “That initial conversation will also identify your needs, so we can create a financial road map to help

WEATHERING AN UNPREDICTABLE MARKET

In recent years, Americans have seen the stock market reach both record highs and record lows. It’s understandable to panic when you see your funds take a hit — even if it’s only on paper. But experts agree it’s better to ride out those market lows and focus on the long-term.

“People may worry about politics or the pandemic hurting their stocks, but those are only part of many things that factor into the market,” explains Debbie Oswald, principal, SVA Wealth Management. “Usually things that are known will be priced into the market over time, but unexpected events like the pandemic can create unpredictable market volatility.”

Beth Norman, managing director - financial advisor of The Norman Fletchall Team at RBC Wealth Management, agrees. “This year we’ve seen historic volatility in markets and that can cause investors to pause or question their current savings plan,” she says, “but we can coach you through tough markets — to help you stick to the plan!”

“Invest for the longer term,” advises Oswald. “More people are generally hurt by changing their investments in response to an event, than are helped. We’d rather make changes when the market’s on the upswing.” —SS

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“It’s really important to align your investment choice with your time horizon and risk tolerance. For longer term goals, be honest, can you stay invested through the market dips? If this concerns you, make adjustments before a market decline.”

—Debbie Oswald, SVA

you achieve your goals.” She adds, “Our role is to coordinate all the components and utilize investments to get you to your goal, with reasonable risk.”

“Your overall financial plan should be focused on optimizing your life now, while planning for a financially secure future,” adds Norman. “While retirement is an important goal, don’t ignore other financial mile markers like major purchases or education.”

“Advisors help you work toward those goals simultaneously,” explains Oswald, who suggests sorting your goals by time horizons — short-term (funds you’d like to use within a year or two), mid-term (something a little further out) and long term (retirement).

“Investing is easy when you find someone you trust to be your financial partner,” stresses Oswald. “Because every decision we make every day, is in your best interest.”

Adds Norman, “We want to celebrate your financial accomplishments together.”

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A woman wearing a red long-sleeved shirt and a blue hat is sitting on a large, tall stack of papers. She is holding binoculars to her eyes and looking towards the right. The stack of papers is composed of many different colored folders and papers, including shades of green, yellow, blue, and brown. The background is a soft, light blue sky. The title 'THE ADVOCATES' is overlaid in large, white, sans-serif capital letters across the middle of the image.

THE ADVOCATES

Our health care system can be complex and confusing – even more so when you’re in the middle of dealing with an illness or supporting a family member. Madison-area patient advocates work to help patients demystify the process.

BY SHELBY ROWE MOYER



Debby Deutsch,
founder of Patient
Care Partners



Jill Jacklitz,
co-director for the
Center for Patient
Partnerships



Kathy Saymer,
former chief of
organizational
improvement at the
Madison Veteran
Affairs office

**“I wish
someone
would just
spend five
minutes
to explain
what’s
going on.”**

Anyone who has entered the rabbit hole of our health care system – whether it was trying to interpret a bill, dealing with an insurance company, or finding the proper health care team – understands this simple sentiment from Debby Deutsch, who decided to become a patient advocate when her dad was hospitalized in 2015 and placed in a rehabilitation facility.

Even with her medical background, Deutsch (who had a long career in health care as a hospital chaplain and with hospice admissions) encountered numerous hurdles during her dad's illness, including finding a home health agency and a lack of communication with hospital staff that ultimately

prevented him from getting the hospice support he needed in his final days.

Prior to her dad's illness, her mom also had a long hospital stay and rehabilitation in 2013 and 2014, and her sister was in the ICU for several weeks before passing away in 2013. All of these family members' situations presented their own challenges within facilities that felt chaotic and overworked – and resulted in an aftermath of enormous hospital bills.

After her father's passing in 2015, Deutsch wanted to help people avoid the painful health care experiences she'd gone through by becoming a patient advocate. Patient advocates can assist with insurance and billing claims; finding clinical trials; and understanding patient options, such as finding the appropriate doctors or facilities.

Deutsch came across the Center for Patient Partnerships program at the University of Wisconsin-Madison and decided to enroll. In 2018, she was one of about 140 people nationwide earning a board certification in patient advocacy – the first time a certification had ever been offered. As of July, the Patient Advocate Certification Board announced the fifth cohort of students were certified nationwide, bringing the certified advocate numbers to 686.

Where to Turn

In Madison, there are several privately-owned patient advocacy organizations, as well as community resources like the Center for Patient Partnerships, the program Deutsch trained under. The CPP



offers advocacy services free of cost to patients who are dealing with a serious or life-threatening illness. All of its advocates are students going through its program under the supervision of faculty.

Private and public organizations with patient advocates have a similar thread of services that revolves around helping patients move through and understand the health care system.

“I think of us like tour guides,” Deutsch says. “We’ve got the map and understand the native language, and these folks are in a foreign place, and they’re lost.”

Deutsch’s advocacy firm, Patient Care Partners, contracts with independent advocates who have a history with the medical field – from nursing to social work to medical billing – that gives them an intimate knowledge and understanding of the industry. By the time clients get in touch with Deutsch’s firm, she says they’re often at a point of exasperation.



“What I often hear from folks is that they’ve been hospitalized, and they get bills they don’t understand, or they have a sense that some of the bills are wrong,” she says. “We take a look and dive in ... patients will try to

work with an insurance company or a health care system’s billing office, but often become frustrated. You’re often going from person to person. Cases get assigned to different departments. You’re on hold for long times. You have to be very tenacious.”

The 37,000 Madison-area veterans – 2,800 of which are women – that are served by the Madison U.S. Department of Veterans Affairs also

have access to VA-employed patient advocates. The VA’s advocates can help veterans and their families navigate the system, resolve complaints and questions or simply help veterans secure timely appointments, says Kathy Saymer, former chief of organizational improvement at the Madison Veteran Affairs office. (She moved to a different facility prior to publication.)

“Primarily, communication tends to be an area that surfaces frequently,” Saymer says.

“[Patients] may have a question and they aren’t sure who to call. They may have been notified that their appointment was cancelled, but they can’t reach anyone.

Sometimes it comes down to a test result, and they’d like to see those test results more quickly. We can advocate for them and close some of those gaps.”

A Guiding Hand

In the case of Margaret – whose name has been changed to protect her privacy – she needed help getting detailed information from medical staff about her husband’s illness, as well as moving him into a facility that would best suit his needs after he suffered a stroke this past January. After his hospital stay, he spent a few months in a rehabilitation facility.

“It was like I had to be on top of it all the time and asking questions and trying to figure out what we should be doing,” Margaret says of the whole experience.

When he was moved to the rehabilitation facility at the end of January, Margaret says she could tell his health was declining, but it wasn’t until a friend came to visit that she learned about the patient advocates with Patient Care Partners.



Madison Area Patient Advocacy Programs

Many private and public organizations facilitate patient advocacy in the Madison area and beyond.

ABC FOR HEALTH

ABC stands for Advocacy & Benefits Counseling – a nonprofit law firm that works for children and families providing services and support to help them “navigate a complex health care financing system.”

The nonprofit was founded in 1994 and, through the years, has made strides in making health care more accessible to Wisconsinites, facilitated the development of community programs, provided legal assistance for health care financing and much more. safetyweb.org

CENTER FOR PATIENT PARTNERSHIPS

The Center for Patient Partnerships began in 2000 and operates within UW-Madison’s Law School as a training program for patient advocacy. It’s primarily composed of UW undergraduate and graduate students who are entering the

**MADISON AREA PATIENT
ADVOCACY PROGRAMS (CONT.)**

field as medical doctors, attorneys, insurance agents or want to open a private patient advocacy firm. There is also a track for returning adult students, and the center offers tailored group trainings for businesses, health care organizations and more.

Students within the program gain experiential training as patient advocates. The CPP's services are free for anyone who has a serious or life-threatening illness, and are available to people nationwide. The center also informs policymakers and health care leadership about systematic problems patients encounter with research and analysis that aims to change systems for the betterment of patients. patientpartnerships.org

**GILDA'S CLUB
MADISON**

The Middleton-based nonprofit provides emotional support and education to adults and children living with cancer. Its patient advocate helps members with insurance coverage, medical billing, disability, ADA and employer accommodations, clinical trials, information about resources and conversations about advanced directives. gildasclubmadison.org

She hired the firm not long after that and they immediately got to work reviewing his information. The advocates Margaret worked with had more than 30 years of experience in nursing, so they were able to read her husband's chart and explain what was going on. They also attended meetings alongside her to discuss his medical options. Once it was decided that hospice was the best fit for her husband, he was moved to a facility and his advocates helped get him situated.

He passed away not long after he was placed in hospice, and it gave Margaret solace that he had been moved just in time, and that his pain had been managed prior to his death. Even after his passing, her advocates remained in touch, even stopping by to visit and bring her meals.

Margaret says aside from their guidance, it was also soothing to have reassurance that the right decisions were being made. When you're in a health crisis with a loved one, it's hard to know if you're doing the right thing, she says, but the advocates were knowledgeable enough to confirm which path was the best.

An Industry Shift

Of course, every client case is different, Deutsch says. Clients are all ages, and advocates may work

directly with the client, or with a family member on their behalf.

"Sometimes we work with families for a long time as things change," Deutsch says. "Sometimes patients are just on our radar, and we're poised to step up when needed. So, it's all kinds of things we see."

Lately, Deutsch has seen a shift in referrals, and is getting more clients directed to her from physicians who have noticed how advocacy work has helped their patients. She says that shift has really affirmed the vocation they do.

Jill Jacklitz, co-director for the Center for Patient Partnerships (which is under the purview of UW-Madison's Law School), says most people won't find their way to a patient advocate, so the center's programming also

aims to educate and empower physicians, nursing and law students, and other health-adjacent professionals to advocate for their own patients.

The Center for Patient Partnerships also does policy work, Jacklitz says.





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Students and faculty develop research and analysis that aims to untangle system procedures and policies that are ultimately harming patients. She says they call it “case to cause,” and their research and patient experiences are used to inform policy makers and health care executives.

“We want to address root causes that people are facing,” Jacklitz says. “We try to identify those based on calls we’re getting and through our research.”

One example of the policy work students addressed was surprise medical bills, an issue the center had been hearing about for years. Clients were getting unexpected bills for care they thought was covered through insurance or within their health care network. Under the supervision of the center’s staff, a team of students analyzed the approaches other states took on these billing concerns to inform



Wisconsin legislators about what other states are doing to address the issue. Nationwide, states like Colorado, New Mexico, Texas and Washington have begun to resolve this on a legislative level, passing laws to protect patients.

Jacklitz says she isn’t sure if legislation around surprise medical bills will actually be introduced in Wisconsin, but the goal is to help facilitate systematic change. This past summer, students were also looking into policies and protections currently in place for people who are affected by the coronavirus.

“Patient advocacy is about both partnering with individual patients as they navigate the complex health care, insurance and human services system,” she says. “And going upstream to ensure those systems become more responsive to the lived experiences of people most affected by health, social and economic problems.” ✨

LEUKEMIA & LYMPHOMA SOCIETY

The primary mission of the Leukemia & Lymphoma Society is to fundraise for blood cancer research, but it also offers advocacy support. Its team of information specialists can help facilitate conversations between patients with leukemia and lymphoma and their health care team, guide them to other resources, search for clinical trials and more. Combined, the specialists speak 170 languages and can be reached via phone, email or chat. lls.org

U.S. DEPARTMENT OF VETERAN AFFAIRS - MADISON OFFICE

Veteran Affairs-employed patient advocates help VA-insured veterans and their families answer questions or concerns about their benefits, schedule appointments and determine which departments can address their needs. VA advocates serve veterans with issues that arise within VA clinics and hospitals, as well as outside providers. madison.va.gov





WONDER WOMEN

By Joanna G. Burish

Women have blazed past the days of standing behind men in business startup. Today women own four out of every 10 new businesses! We've experienced a 27.5% increase in just the last decade with great improvements in career opportunities. According to a 2020 study, the U.S. has 12.3 million women business enterprises (WBE) which generate \$1.8 trillion and employ nine million people! Women started 1,821 new businesses each day last year.

Eighty-four percent of these WBE are sole proprietorships. The flexibility a sole proprietorship gives for parenting or caregiving is a key factor in today's female goals of work-life balance. To add, WBE perform with 10% more cumulative revenue over a five-year timeframe. This is a lot to celebrate with #Braudpower!

Despite this, only 4.2% achieve \$1 million or more in revenue. There are four main reasons for this:

1. Access to capital – Only 7% of venture capital (VC) goes to WBE, lending limits are 31% less than those for men and women tend to ask for less capital than men.
2. Having a lack of sufficient financial knowledge. This tends to be the “Achilles heel” for WBE and results in poor financial planning, management and having diverse options to a cash runway.
3. Having an “I can do it all myself” attitude — women tend to be multi-taskers to their own detriment! We are hard workers filled with so much passion, which can lead to emotional, physical and spiritual burnout!
4. We HAVE to check our self-talk when societal beliefs and stigmas hit our front doors. This fact is changing, but it's still here today: It's absolutely acceptable for a dad to work or travel long hours, but when mom does it, societal stigmas place harsh judgements.



Contact Joanna directly at 608-658-3482 or joannaburish.nm.com

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How can a WBE take her brilliant vision and still have an excellent execution despite these four setbacks?

RESPECTIVELY, HERE ARE SOME SOLUTIONS:

1. There are many local and national organizations that specifically help connect you with VC opportunities as well as local lenders, including the Women's Business Enterprise National Council (WBENC) and Doyenne, in Madison. Some are specific to your service or product. Finally, talk to a financial advisor on how to diversify your holistic financial planning so that having access to cash when needed includes tax mindfulness. Many go straight to pulling funds out of taxable accounts such as a 401(k), and that gets expensive if you're under 59 ½ years old!
2. Develop your TRIFECTA team! This team consists of a great financial advisor, attorney, and accountant. These are your superhero partners! Holistic planning is SUCH a key factor for your business and your personal financial planning security. Also, what does your buy/sell agreement say will happen should you and your business partner decide to part ways? Was it your money that funded the initial startup? The amount of knowledge and tax savings alone is worth at least an hour with a financial advisor to help you create this team.
3. To empower yourself, learn how to identify your star players on your team to mentor and DELEGATE to. Make sure you understand the value of benefits to keep them! Consider coaching options, health, life and disability insurance. Additionally, what will happen to your business should something happen to you OR this key employee — know your options to make sure this one event doesn't cause the demise of all your hard work! Ask a financial advisor about key-man insurance on yourself and this key employee. This alone could save your company. Finally, do you know what your exit strategy, or your succession plan is? Talk to a financial advisor for solutions in these areas!
4. Consider joining a powerhouse female network like The Brauds Network or The Dames to learn how they handle that glaring judgmental light. In addition, getting a coach or an advisor may be the biggest favor you can do for yourself!

These four solutions are the things that can take you from good to GREAT to get that last 10-15% of the “Wow” factor!

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Global pandemic

got you down? (Ugh, we're

with you.) We're all in this endless

slog of having to wear a mask every

where we go, coupled with homeschooling

and (many of us) numbly working from the

kitchen table. **Here are some ways to**

care for your mental and physical

health, so you can feel some reprieve

— even during stressful times.

BY TAMIRA MADSEN, HOLLY MARLEY-
HENSCHEN, EMILY MCCLUHAN &
HYWANIA THOMPSON

eating for energy

By Hywania Thompson



Balancing work, family, school (or, home school for some) and everything in between means you need healthy snacks and meals to keep up with your go-go-go day.

What we put in our bodies throughout the day can help increase and sustain our energy. "You're eating not just to fuel yourself, but to feel at your best and not have your food choices hinder your day," says Greg Smith, personal trainer and nutrition coach at Orange Shoe Personal Fitness-Fitchburg.

Eating for energy looks different for everyone. Finding the best combination of foods for you takes a little experimenting and paying attention to your body. "If I eat this food, I feel good, I feel energized," says Smith. "Or if I eat this food, I'm hungry 20 minutes later and I feel like I need to eat more." For comparison, Smith says oatmeal and fruit for breakfast is filling and nutritious, and will give you more energy than a donut. "A more processed food like a donut might give a quick burst of energy but you'll crash from it sooner," he says.

The same approach works when deciding what to eat before and after a workout. Smith suggests a carb and protein — like Greek yogurt and a banana — before and after exercising. He says a combination such as this works well to keep you full and give you more energy. To sustain energy, Smith says keep these things in mind:

Understand what you need in your daily life to have enough energy.

Keep it simple and don't overthink it. Some days you're more active and need to eat more for energy.

Find the timing that works best for you, whether it's two larger meals a day or six mini meals a day.

Commit to consistency. If your eating schedule varies too much from day to day, your body will be off schedule, affecting your energy.

While eating the right foods can give us energy, Smith says moving our bodies

helps, too. "Getting up and moving — often that is actually what you need to get that energy back." Moving for five minutes can be enough to re-energize your brain. If you've been sitting on the couch or glued to your desk all day, moving your body is a good, mental switch-up that revives focus and energy, he says.

Smith suggests these healthy snack ideas:

- Apple and peanut butter
- String cheese and a handful of nuts
- Bell pepper sticks and cottage cheese
- Small bowl of oatmeal and mixed berries



cues on connecting



Anne Adametz

By Emily McCluhan

Let's face it — the last several months have made our worlds much more virtual. But connecting with ourselves and others is more important than ever for our psychological and physical wellbeing. Anne Adametz, an acupuncturist, mentor and yoga therapist, shares three tips for breaking down barriers and creating healthy bonds.

Know Who You Are

The things we don't love about ourselves are often what keep us from connecting with others, and ourselves. Adametz suggests practicing connection by observing compassion for the things we don't love. Make a list of what you don't love about yourself on a piece of paper, and meet it with, "it's not good or bad, it just is." When we can accept

our faults, as much as our positive qualities, mistakes become fodder for wisdom and growth, she says.

She adds that if you are trying to build a healthy connection with someone in your life, start by removing labels such as mom, dad, sister, coworker. Start to see each other as people and hold that space of compassion to let the other person be accepted as they are — full of unlimited potential.

Know What You Can Control *(Hint: It's Yourself and Nothing More)*

Start by creating boundaries for yourself. Adametz notes that this doesn't mean boundaries to keep people out — it means boundaries to protect what is sacred to you, which may mean accepting when a situation or relationship is not healthy.

And just as we shouldn't try to fix the things we don't like about ourselves, accept that it's not our job to fix others either, whether it's something that offends you, or something that person is struggling with. Seek first to connect, and be compassionate and supportive. You can assist and care, but by trying to fix the problem, you steal that person's chance to grow and learn for themselves.

Let Go

By holding on to the things you can't control, you create a resistance to what is happening. Adametz explains that barriers to

connecting with someone are often based on positive or negative judgments. These polarizing thoughts push us apart.

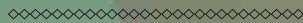
"Realize that you have a third option in the middle. I call that space, 'It is.' This makes it easier to see people for who they are ... humans like you that just want to be loved," Adametz says.

She also suggests using virtual outlets such as blogs, YouTube or social media to share your own story and learn about others.

"By telling our story or even just asking questions of others, we show vulnerability," she says. "This levels the playing field and starts to remove those polarizing positives and negatives."

By knowing more about each other, we pull ourselves to the middle and begin to focus on what connects us, instead of what divides us.

pushing for positivity



By Holly Marley-Henschen



Tina Hallis

For most of us, work has its ebbs and flows of exciting, energizing tasks and, on the opposite end, dullness and routine. During this work from home time it can be challenging to stay motivated every day, so here are some ways to perk back up.

Shift into Positivity Mode

Author and speaker Tina Hallis says the brain is wired to look for the negative aspects of our lives. "We can do a lot to improve our mood at work just by shifting and saying, 'Ok, I acknowledge it's normal to have a default mode of thinking about the things that are unfair and that I don't like,'" she says. "But I'm going to purposefully find things that are good, that I appreciate, that I enjoy."

Remember Your "Why"

When work has you feeling hopeless, take a trip down memory lane. "Think back and remember what used to excite you about the job. What were you excited to be part of? What purpose could you see for yourself in this role?" Hallis says. Step back in time and feel those emotions, then write your thoughts down and reread them every morning or once a week.

Breathe and Smile

A few slow, deep breaths can do wonders to relieve our stress at work, Hallis says. Deep breaths lower the stress hormone cortisol, blood pressure and heart rate. This helps the brain think more clearly, she says. Another tip: "Just do a fake smile. Not just with your mouth and your cheeks, but a real fake smile where you also activate the muscles around your eyes," Hallis says. Studies by Dr. Richard Davidson and others using functional MRIs have shown that the parts of the brain associated with happiness and feeling good light up with these kinds of smiles.

Talk it Out With a Trusted Friend or Family Member

"When you're the person stuck in the middle of the drama, it's helpful to see it from an outside perspective," Hallis says. People who know you well can offer advice and different perspectives. "Or they might say, 'You've really got to get out of there,'" she says.



Nicole Bell

mindful matters



By Holly Marley-Henschen

So many societal changes at once can be tough to adjust to. Here are a few mindful tips to deal with the new normal.

outlook, eating patterns, spending habits and exercise.

"If those are very different now, especially if you're struggling with them, those are indicators that you're starting to go down a slippery slope," Bell says.

Since telehealth is the new normal, Bell recommends searching therapist profiles on [psychology.com](https://www.psychology.com), and then cross-checking with your insurance company to ensure the professional is in network.

giving yourself some leeway too. "We also have to be OK with things not being perfect," she says.

Decompressing and unwinding at night with guided meditation can also be beneficial, Bell says. She suggests an app like Calm.

But sometimes good intentions and healthy habits don't do the trick. Bell has a few suggestions for those considering seeing a therapist.

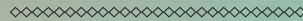
"[Give] yourself permission to even be frustrated, anxious, sad — all the things that are piling up," Bell says. Of course, she encourages this in healthy ways like talking to a friend and journaling, not punching a wall.

It's good to check-in with your support network. Consider the feedback you've been getting from them lately, or, if you feel comfortable, talk to them about it. You can also reflect on the last few months and note changes in your

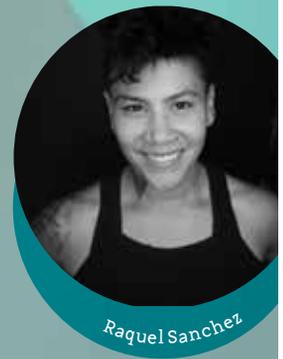
The pandemic ushered in a multitude of changes and ample uncertainty. Many are now working from home, managing childcare and homeschooling — while interacting with far more or even fewer people. These stressors can tax our mental health, adding anxiety and depression into the mix. Nicole Bell, licensed psychotherapist and owner of Synergos Counseling in Madison, has some tips for navigating our COVID-19 reality.

"This is a very stressful time with a lot of uncertainty, unpredictability — a lot of unstructured time," Bell says. Having a routine and sticking to it is important, from eating well and regularly to taking frequent breaks from work during the day and getting in some exercise. Bell suggests creating SMART (specific, measurable, achievable, relevant and time-bound) goals, but recommends

get moving



By Tamira Madsen



Raquel Sanchez

Certified natural trainer Raquel Sanchez is co-owner of FORWRD Training, a gym that offers programs in strength and healing. Sanchez has been teaching online classes, group and one-on-one sessions through Google Classroom during the pandemic and we talked to her about why it's important to keep moving — even at home — during this time.

How do you start working out when you haven't worked out in a long time, and it's not part of your regular regimen?

Walking outside really makes a difference. Just start to move. You don't even have to do it every day, [but] every day is great. But if that's too much pressure, move for just 10 minutes once a week. And then the next week do it twice. Go outside — fresh air is good for you.

How do you motivate clients?

It is hard. The liking it part (of working out) is totally psychological and mental. That's not something you can push someone into. They just have to experience it. You (as a trainer) just have to provide a space for that experience to occur with positivity. I'm teaching students about their bodies and making them more aware of how their muscles work.

I tell students to honor their bodies where they are and focus on their cues. I'm not holding them to a standard. It's OK to be where they're at. Have patience to go where you can go, and don't worry about going fast.

What about those that do work out regularly — any advice for them?

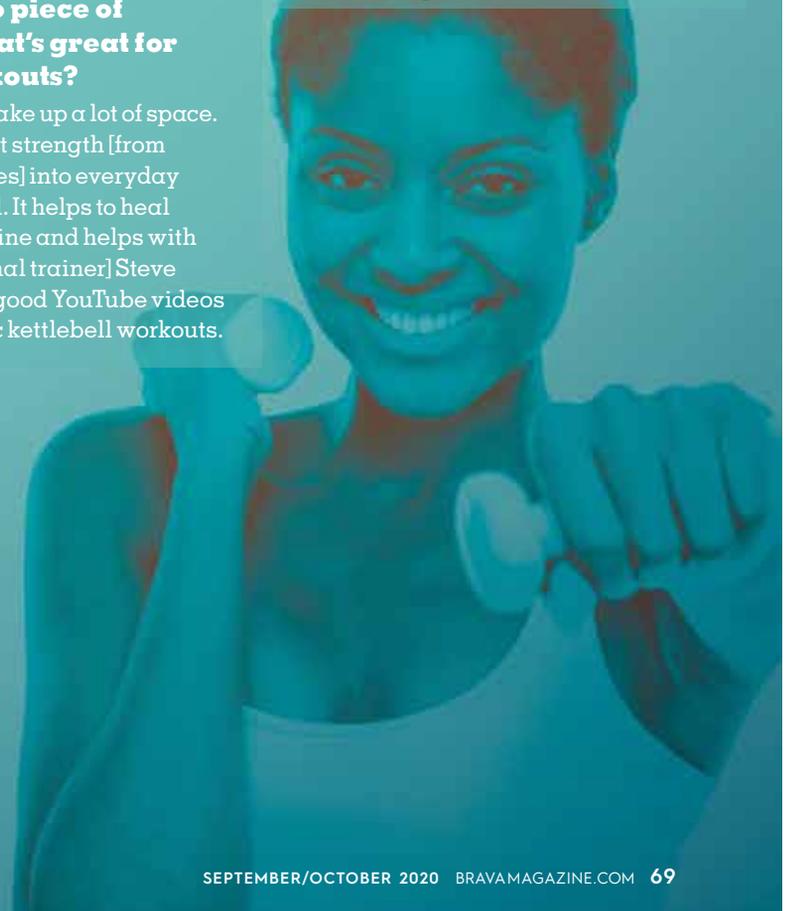
The biggest piece of advice I have right now [during the pandemic] is, just don't be too hard on yourself, and you may not be at the level you were at before all of this happened. Find your new level. It's OK if you can't do the things you used to do, whether it's because you don't have the equipment at home or your body hurts — just don't be too hard on yourself.

What's a go-to piece of equipment that's great for at-home workouts?

Kettlebells don't take up a lot of space. You can apply that strength [from kettlebell exercises] into everyday movement as well. It helps to heal your hips, your spine and helps with flexibility. [Personal trainer] Steve Cotter has really good YouTube videos on how to do basic kettlebell workouts.

What suggestions do you have for working out at home?

Stretch, mobility and stability exercises are the best for at-home fitness. I would recommend body weight [exercises]. Think of [movements] that are functional; things that you do every day. Just being able to lift something moderately heavy out of the way is [something] you should be able to do, and being able to sustain that capability later in life is what you want. ☆



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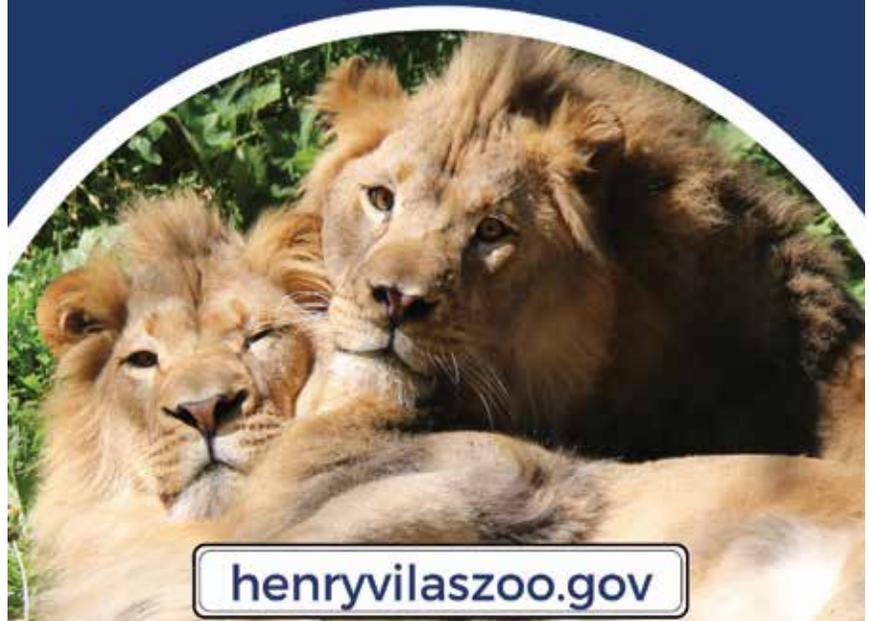

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at home



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Classic Custom Homes of Waunakee

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Today's Well-Appointed Bathrooms

For some, it's simply one of the most functional rooms in the home, and nothing more. For others, it's a refuge; a place to relax and unwind from everyday life. Today's bathroom is nothing like its counterpart of yesteryear.

At Classic Custom Homes of Waunakee, many of the company's clients bring "must have" ideas for their bathrooms — inspired by pictures found online, in magazines or sometimes in a home they've walked through. As Nicole Hartmann, job operations manager at Classic Custom Homes explains, from that point, one of the company's interior designers steps in to facilitate the process.

"We assign one of our interior designers to each customer, and that designer works with the flooring reps

and the clients at their showroom to pick out the material and discuss the inspirational pictures," Hartmann says.

A big part of designing a space is being able to visualize it. That's why Classic Custom Homes strives to provide clients with the opportunity to pick out material in person and see 3D renderings of their bathrooms with the material in it.

Because the company's cabinet designs are drawn in-house by their own interior designers, Classic Custom Homes offers a more personalized experience and is able to make a customer's changes quickly.

What's more, today's homeowners are gravitating towards lighter and brighter

The Classic Custom Homes team has built their reputation on providing great quality to their customers, regardless of their budget.

colors when designing their bathrooms, says Jennie Sipple, vice president at Classic Custom Homes. "Since most of the bathrooms are interior rooms and don't offer natural light, the lighter colors make the space feel more open," Sipple says.

In terms of tile, interior designer Samantha Conroy explains, ceramic and porcelain are more prevalent now, but she is seeing luxury vinyl tile increase in popularity.

"The tile treatment truly depends on the situation and installation," Conroy says. "Patterned tiles with lighter and brighter colors, longer subway tile, and the Calcutta and Carrara style tiles are the most popular. Wood grain look is still popular as a beautiful accent trim or backsplash."

The finishing touches throughout a bathroom add to the room's overall design. That's why Brea Bartelt, interior designer at Classic Custom Homes, helps clients select plumbing fixtures and lighting, saying a marble looking tile can look traditional or exude a more contemporary feel depending on the fixtures that accompany it. "These accent pieces act as the 'jewelry' in the room and can change the whole feel," Bartelt says.

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Dream Kitchens

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According to Keven's son and sales director, Jerry Schmidt, the business actually does more remodels than new construction today. The progression occurred naturally as Dream Kitchens expanded into, well, the rest of the house.

He says they frequently remodel multiple rooms at once. "Kitchens often bleed into other areas of the house," explains Schmidt, adding that some people plan ahead while others find that once they begin a major kitchen upgrade, those outdated cabinets and fixtures in other rooms are more obvious. "It's often easier to do it all at once."

Our services encompass every step from design through installation.

Dream Kitchens offers a three-phase plan for your remodeling project. "We start with a design, move to product selection and follow-through with the actual remodel — all in-house," he says.

"Quality is important to our customers and there's an infinite way to make a product your own," says Schmidt. You won't get a cookie-cutter remodel with Dream Kitchens. "We suggest you bring in pictures of your top 5 to 10 ideas," he says. "Then we discuss why you want to remodel. What do you want to change? The flow? The look? Or something else?"

"Our focus is to provide everything all in one spot," says Schmidt. "Not only do our services encompass every step from design through installation, we also work with you on each component, from lighting to flooring, countertops to hardware — and even appliances."

"People like dealing with just one team through the whole process," explains Schmidt. It makes for a full-service, full-blown remodeling project — with no pressure on homeowners to do it all themselves. "We'll make your whole process as fluid and easy as possible."



Helping You Create Your Dream Home

As a well-known Madison business, you may be familiar with Dream Kitchens. However, Dream Kitchens is actually much more than kitchens. In fact, with all they do, Dream "House" might actually be a better description of what the company has to offer — not just in the kitchen, but throughout your entire home.

It all began more than 30 years ago when Keven Schmidt worked as a cabinet manufacturer in Oregon, Wis., making and selling cabinets. In the beginning, he offered design-driven cabinets for new homes. The scope and focus may have changed since then, but the company's philosophy and reputation for quality definitely has not.



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to me with a cost-per-square-foot mentality — they are seeking great value on an exceptional house.”

In addition, Kratochwill and his team develop homes that cover a wealth of different styles. While the Jason Thomas Homes team sees a lot of craftsman homes, lately the trend is more contemporary and modern-leaning influences in homes like mid-century modern, farmhouse, and prairie-style homes with industrial and modern accents.

“We spend a lot of time studying home trends and styles and work with several architects and designers so we don’t think of the company as a one-style company,” Kratochwill says. By working

**When you work with us,
you get a true custom
home designed just for you
that reflects your dreams,
goals and personality.**

with several drafters and architects Kratochwill knows who to take a plan to if someone wants a farmhouse or if they want a contemporary house.

Regardless of the style of custom home being built, Jason Thomas Homes strives to be innovative and original. On the innovative front, the company utilizes a cutting-edge, consumer-centric software program to manage building projects for 15 to 20 homes each year. This software provides customers with a private cloud-based portal where they see their construction calendar and budget in real-time, as well as messages from the Jason Thomas Homes team, including shared photos and files.

“Clients like that I dig in and manically study their lot and work with them to get a real sense of who they are and what they want to get out of the house so I can help design it exactly how they need it,” Kratochwill says.

Creative expression, a sense of making something tangible, and pride in knowing people live their individual lives in something you built for them are the driving forces behind Kratochwill’s custom home building.



Meeting Each Client’s Unique Vision

Building quality homes is the foundation of Jason Thomas Homes, a building company whose owner, Jason Kratochwill, has extensive residential building experience and is able to bring the required expertise to the custom home market.

Prior to founding Jason Thomas Homes in 2016, Kratochwill previously co-owned another area building company since 2009. During this tenure, Kratochwill built homes featured in the Madison Area Builders Association’s Parade of Homes™.

“My vision is to build innovative, original homes for my clients,” Kratochwill says. “We don’t do models or pre-set home packages — each home is fully custom. My clients aren’t seeking a cookie-cutter home or coming



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Three Principles Define Victory Homes

While Victory Homes of Wisconsin is in the business of building homes, creating happy clients is one of their main objectives.

David Roembke, vice president of sales, and his co-owners, John Stoker, founder and president, and David Plum, vice president and designer, explain that Victory Homes was built on three principles — quality construction, providing an enjoyable building experience and the opportunity to customize their home. The company takes pride in all three.

Quality stems from an outstanding relationship with sub-contractors and vendors — but it really begins way before that. “It starts with the sales process and building trust with the customer early on,” explains Roembke.

“Many times we hear that another builder just didn’t get the design right — or just didn’t listen to what they wanted. We believe listening to a customer’s needs from a design perspective is key.”

“We find that most of our customers are on the same page,” says Roembke. “And our interior design services, years of experience and friendly sales team ensure we’ve covered everything with both prior to the sale — and when working with customers through tough decisions.”

Those decisions often crop up when customizing a home — in everything from design choices to paint, appliances, budget and more. “Our customers are very savvy buyers and

**Basically, if you
can dream it,
Victory Homes
can build it for you.**

typically come to us with what they want (modern farm, contemporary, traditional, French Country, etc.) and from there we design the home using their ideas and our experience,” says Roembke. “Quite a few customers come with Houzz or Pinterest ideas — and others have seen a mix of builders’ designs and want to combine them into their own.”

But for those that don’t know what they want or where to start, Victory Homes can help. “We find that the models we’ve built are good starting points for our customers,” Roembke says, “because they can walk through and feel the home and then customize it to make it their own.”

Victory Homes offers several model homes in the Madison area that are open year-round. For hours and addresses, visit victoryhomesofwisconsin.com.



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The bowl has a base of black rice and quinoa, plus sweet corn from Alsum Farms, black beans, pickled red onion, feta cheese and fresh lime juice.

It's topped with guajillo mole sauce, which is a mix of tomatoes, dried chiles, cacao and spices. It's vegan, but still hearty, warm and a little smoky.

Toasted pepitas and cilantro garnish the bowl.

The **Mole Bowl** was created when the Hilldale location opened over two years ago.

HALE AND HEARTY

Forage Kitchen is the perfect place to pop by this fall for one of their delicious, nutritious grain bowls, a combo of greens and grains bowl, or a salad. The fast-casual eatery has three locations: State Street, Monona and Hilldale. Although COVID-19 has been tough on the restaurant industry, Forage was already well-suited for the current takeout demand.

In the first weeks of the pandemic, Forage immediately set up their website to be able to take online orders. They also offer contactless and curbside pickup or delivery via EatStreet.

The seasonally-focused restaurant uses of-the-moment ingredients on the menu, and this fall they're excited about weaving in the harvest's goodies into their offerings, which will hopefully include apples, Brussels sprouts and more. —Shayna Mace

PROMOTION



IMPERIAL GARDEN

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

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

Lunch is served from 11 a.m. to 2 p.m., Monday through Friday. Dinner is served nightly beginning at 4:00 p.m. until 8:30 p.m. 7 days a week.

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The **Thai Cashew** greens and grains bowl has a great mix of textures, with a blend of Vitruvian Farms greens, rice, and added crunch from veggies like carrots, radishes and broccoli.

The roasted sunflower sprouts are from SuperCharge! Foods, an urban greenhouse on East Washington Avenue.

Roasted cashews and tuxedo sesame seeds dress up the bowl. It's then drizzled with Thai cashew dressing, which adds a nutty component

The **Power Bowl** has black rice, sweet potatoes, guacamole, poblano cabbage slaw, green onions, rosemary lentils and a Green Goddess dressing that's fresh, vibrant and herby.

Customers can opt to mix in a protein like roasted chicken that's slow-braised and coated in the restaurant's house dry rub. Or, go vegan with lentil meatballs made with mushrooms, pickled red onions and oats, and drizzled with homemade tamarind barbecue sauce.

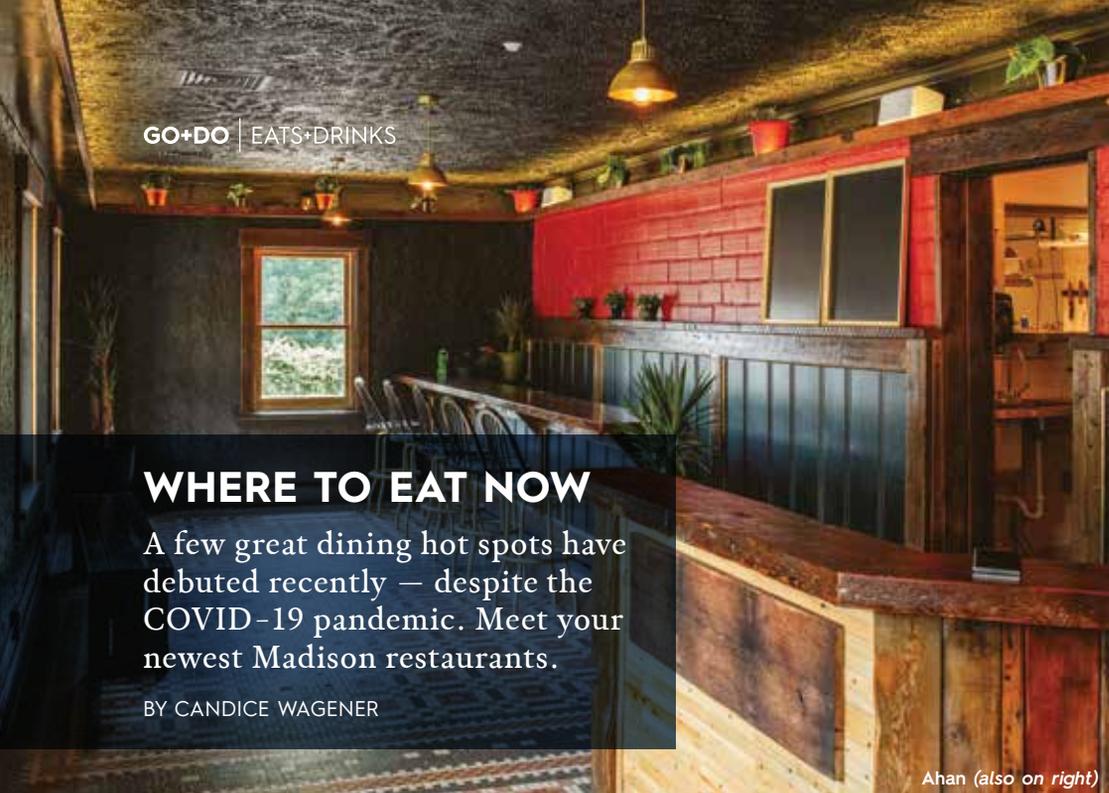
This one's a hit — the Power Bowl is Forage's most popular menu item. 🌸



WHERE TO EAT NOW

A few great dining hot spots have debuted recently — despite the COVID-19 pandemic. Meet your newest Madison restaurants.

BY CANDICE WAGENER



Ahan (also on right)



FAIRCHILD

Fitting in on bustling Monroe Street, Fairchild plates up elegant dishes reminiscent of fine dining while maintaining “neighborhood joint” status. Owners Itaru Nagano and Andy Kroeger, both formerly of L’Etoile, are hyper-focused on creating a locally-driven menu.

Regular farmers’ market trips provide inspiration for dishes which are vegetable-forward. When they do choose their protein, favorites include pork from Enos Farms and Catering in Mount Horeb, duck from Blue Valley Gardens in Blue Mounds and cheese from Dreamfarm in Cross Plains. “We see what will make the vegetable shine,” says Nagano.

They’re following COVID-19 guidelines by keeping their team small, and offering ample space in both indoor and outdoor dining areas. They’ll keep their patio open through mid-October. Takeout and limited delivery are available.

fairchildrestaurant.com

AHAN

Jamie Hoang rose from the ashes of Sujeo to open her own spot with partner Chuckie Brown. Ahan, meaning food in Lao, is Hoang’s opportunity to serve up a collection of her favorites inspired by her childhood and extensive culinary career.

The Luang Prabang Khao Soi is an adaptation of her mom’s recipe. It’s a tomato and pork-based soup brimming with rice noodles, crispy rice, fried garlic, cilantro, scallions, chile oil and the earthy, umami flavors of fermented bean paste and chicken bone broth.

Occupying the small space at the front of the Bur Oak, a hip and cozy event venue on the east side, red and black walls with hints of gold and local art welcome you as you pick up your carryout order. A seat-yourself patio is available behind the building.

facebook.com/ahanmadison608

SETTLE DOWN TAVERN

Owners Ryan Huber, Sam Parker, Brian Bartels and chef Joslyn Mink are providing an old-school experience in the heart of the trendy First Settlement district.

Burgers hold court. A double-patty smash burger with two slices of Butterkäse cheese, fried onions and housemade Settle sauce and pickles on a toasted potato bun is a Good Idea. The Prit’Near is their veggie burger, composed of oats, carrots, black beans and shiitake mushrooms, generously topped with herby chickpea mayo and turmeric pickled onions.

Settle Down is strictly adhering to COVID-19 guidelines. Customers can opt for takeout, limited indoor dining or their outdoor streatory on Pinckney Street.

settledownmadison.com



Settle Down Tavern (also below left, right)



TOP: KENI ROSALES | BOTTOM: RYAN HUBER



Everyday Kitchen (also below left, right)



EVERYDAY KITCHEN MADISON

Everyday Kitchen brings a twist to Wisconsin favorites with a homey, yet sophisticated, vibe.

Classics like cheese curds are reinvented using white cheddar and served Buffalo-style. The fish fry is tempura-battered walleye enhanced with Spotted Cow. The menu is “our take on modern comfort cuisine,” says Margaret Ebeling, managing director for Lodgic Everyday Community (which oversees Everyday Kitchen). Opening during the pandemic allowed the staff to think about intentional planning of the space. Seating capacity is low and they’re brainstorming ways to extend the patio season. Contactless delivery and curbside pickup are available. Pre-shift wellness checks, 50-point safety checks and regular sanitizing are daily routines.

“We’ve taken the risk that COVID-19 poses very seriously and we’re doing all that we can to ensure a low-risk experience for our guests and staff,” says Ebeling. everydaykitchen.com/madison-wi

DARKHORSE BY SAL’S

Nestled within Madison’s music district on East Washington Avenue, DarkHorse has a punk rock vibe and eclectic menu.

Owners Patrick DePula, Jed Spink and John Jerabek are having fun getting creative in the kitchen.

Fans of DePula’s Salvatore’s Tomato Pies (with locations in Madison, Monona and Sun Prairie) can also feel at home at DarkHorse, or step out of their comfort zone with options like vegan Szechuan meatballs and five-spice brisket rigatoni. Eggplant fries with harissa vinaigrette and yogurt mint sauce have been a popular summer special.

The dining room has a clubby vibe with its ceiling covered in 5,300 CD pieces and red light bulbs. (Tables are spaced out indoors, per health guidelines.) The outdoor patio space offers more seating, as well as live musicians on weekends.

“I think that Madison has reached the point where we can support an eclectic restaurant that plays a lot of punk rock,” says DePula.

darkhorsemadison.com

Please contact individual restaurants for the most up-to-date information. 🍷

Candice Wagener loves writing about great food, unique places and inspiring people.

A graduate of the UW–Madison School of Journalism and Mass Communications, she came to Wisconsin from the Chicago area.



PROMOTION

A SLICE OF ITALY

Welcome to Biaggi’s Ristorante Italiano, where one bite will transport you to a cobblestone paradise. Conveniently located in Middleton, Biaggi’s offers a vast array of dining options.

Whether you want to dine in or carry out, dozens of meal options are available, including seasonal specials like the Baja Sea Bass, Sausage & Broccolini Rigatini and the Berry Cobbler.

Want a no-fuss dinner for four? Check out Biaggi’s Pronto Packs, which include a salad and choice of pizza, pasta, or entrée.

In order to protect guests and staff, Biaggi’s has rigorous cleaning and sanitation procedures that align with guidance from the CDC. Staff are monitored daily for changes in health and are frequently washing hands. So, you can enjoy that fried ravioli and eggplant Parmesan at a spaciouly distanced table.

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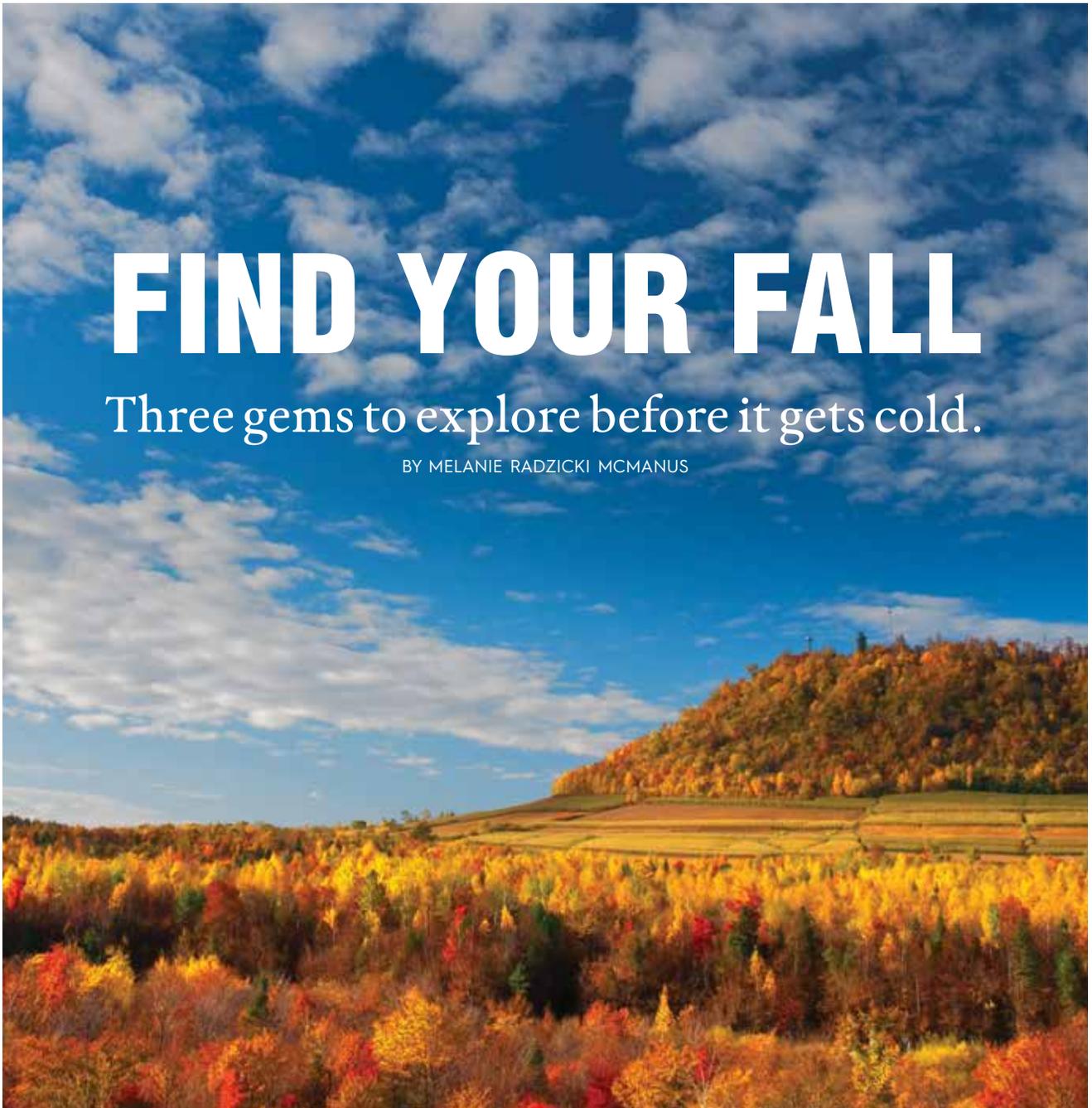
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FIND YOUR FALL

Three gems to explore before it gets cold.

BY MELANIE RADZICKI MCMANUS



THE DELIGHTFUL TANG of a crisp, red apple. A sea of fat, orange pumpkins waiting to be plucked from their bronzed patch and transformed into grinning jack-o-lanterns. The sound of feet crunching through thick piles of dried leaves. And, of course, fiery colors splashed against a bright blue sky. This is fall in Wisconsin — one of the grandest times of the year.

It's the season that ushers in some of the state's best weather. Those much-awaited cool, sunny days perfect for

outdoor exploration. And those crisp evenings that encourage you to tuck around a crackling fire, inside or out, with a steaming beverage in hand.

Fall is also the time when Wisconsin's landscape changes from verdant green hues to rich scarlet, flax, ginger and cinnamon tones.

This autumnal season will look a little different from those of the past, as our entertainment options shrink and health and safety is on our collective minds. But there are still plenty of

traditional experiences to be had.

Think pumpkin-picking, leaf-peeping, hiking and biking. Others may come with a twist. For example, dining on grab-and-go seasonal delicacies al fresco in a small park or lakeside. Or breathing in fall's earthy scents during an outdoor exercise class.

Experiences such as these are available all across the state. But these three communities are really doing fall 2020 in style.

Historical Charm Awaits in Mineral Point

MINERAL POINT IS ONE of Wisconsin's most charming towns. A wealth of quaint Cornish stone homes line its quiet streets, remnants of the city's past life as a lead- and zinc-mining powerhouse, fueled largely by Cornish immigrants. Many of these dwellings have been lovingly restored and today house a variety of shops and inns. Add an artistic community to the mix, and the city's setting in Wisconsin's hilly and scenic Driftless Area, untouched by the last glacier, and Mineral Point makes a perfect fall getaway.

Book a stay at one of the locale's distinctive lodging properties, such as **The Cothren House**. Built in the 1850s for a prominent judge, you can reserve the estate's two-bedroom stone cottage, once a summer kitchen for the main house, or the adjacent wooden cabin, originally located in Blue River, 40 miles north. Another option: tucking in at the **Commerce Street Brewery & Hotel**. The hotel features five posh guest rooms above the brewery, but also rents two cottages. The romantic Miner's Cottage, built in the 1830s, features a charming fairy mural in the bathroom, painted by renowned artist Ava Fernekes.

Once settled into your lodging, start your exploration. Although the **Pendarvis State Historic Site** is currently closed, the **Merry Christmas Mine Hill** trails are not. From the Pendarvis parking lot, a one-mile, two-loop trail leads past mining artifacts sprinkled throughout a restored, 43-acre prairie. The hike is a hilly one, but beautiful views of the city below are your reward.

Hikers, cyclists and ATV/UTV fans may wish to hop on the **Cheese Country Trail**, a 47-mile, crushed limestone path running from Mineral Point to Monroe. The trail winds past farmland, along streams and over numerous bridges, including a 440-foot wonder spanning the Pecatonica River. Another option is heading to one of the three state parks that lie within 30 minutes of town: **Governor Dodge**, one of Wisconsin's largest parks, features steep bluffs, two lakes and a waterfall. **Blue Mounds** sits on the highest point in southern Wisconsin, offering panoramic views of fall's splendor. And **Yellowstone Lake** sports several miles of hiking and mountain biking trails, water access and an adjacent wildlife area.

Back in town, grab your smartphone and navigate to the local chamber of commerce website and click on the link to the **Historic Mineral Point Architectural Driving Tour**, a self-guided tour to the city's Cornish-dominated architecture. (You can tour on foot as well.) Or check out the local studios and galleries, which sell pottery, paintings, glassworks, photography, greeting cards and more. Some of the shops are open as usual, while others are taking appointments.

Of course, there's nothing wrong with coming to town simply to relax. Perhaps you'd prefer to start your stay with yoga or Tai Chi. **High Barre** movement studio offers al fresco yoga and Zumba classes Saturday mornings in Soldier's Memorial



Park, weather permitting (sign up ahead of time on their website). From there you can stroll around town, read a book or grab some takeout to enjoy in one of the city's small parks or in your private cottage. **Café 43** makes a tasty turkey and brie sourdough griller, while **Popolo** is known for its hand-tossed, wood-fired pizzas.

No matter what you end up choosing to do, you won't be able to beat the scenery. Or the calm, relaxing vibe.

Cheesy Fridays

Every Friday at 10 a.m., world-champion cheesemaker **Hook's Cheese** sets up a tent outside its shop and sells an assortment of its cheeses, including marble jack, smoked gouda, aged cheddars and, of course, fresh cheese curds, a perennial favorite.



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Rest & Relax in Elkhart Lake

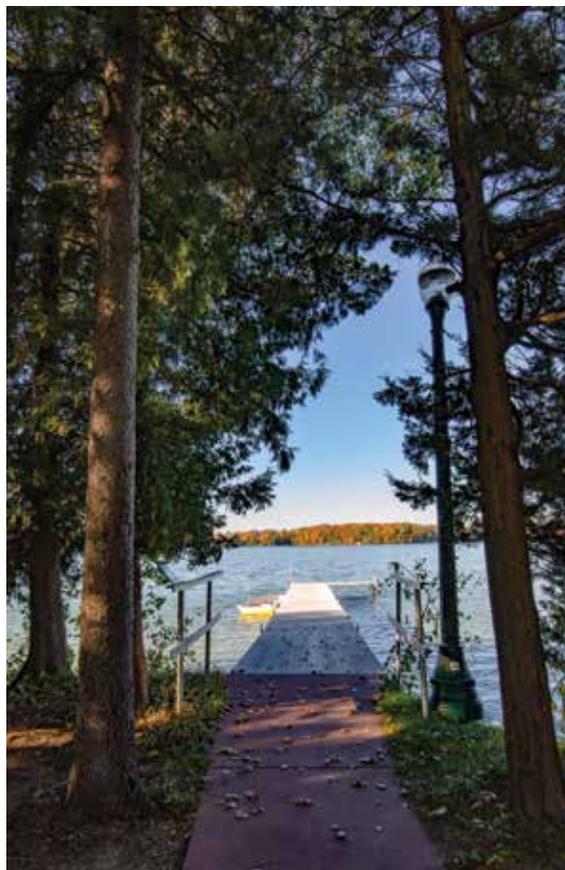
ARE VIRTUAL WORK AND SCHOOL schedules cutting into your fall free time? Elkhart Lake wants to help you restore balance and relaxation to your life. Several of the village resorts are offering extended-stay packages targeted at families and professionals who are working and studying remotely this season.

Reserve a multi-bedroom suite, then let everyone pick a favorite spot to work or study. Perhaps it will be one of the resort's public lounges offering calming lakeside views, or maybe an outdoor patio. The living area in your suite could work well, too.

During planned breaks, or when the day is done, head outside to enjoy Elkhart Lake's beautiful, natural setting. Hike or bike along one of the area trails, such as the La Budde or Greenbush segments of the **Ice Age Trail**. **Rocky Knoll** recently debuted a public trail system featuring three different hiking loops of one or two miles each.

Of course, Elkhart Lake is famous for its spring-fed lake, and a great way to enjoy fall's brilliant foliage is from the water. Rent a kayak, canoe, stand-up paddleboard or hydrobike from **The Osthoff Resort**, then explore at your leisure. The resort also offers two boat cruises daily.

Weekends in the village mean a well-curated farmer's market, where you may be able to score a floral bouquet, freshly made egg rolls or artwork along with your produce. Pre-order grab-and-go gourmet items such as blistered shishito peppers with sauce or organic apple fig handpies from **Wild Carrot Cuisine**, one of the market's popular vendors.



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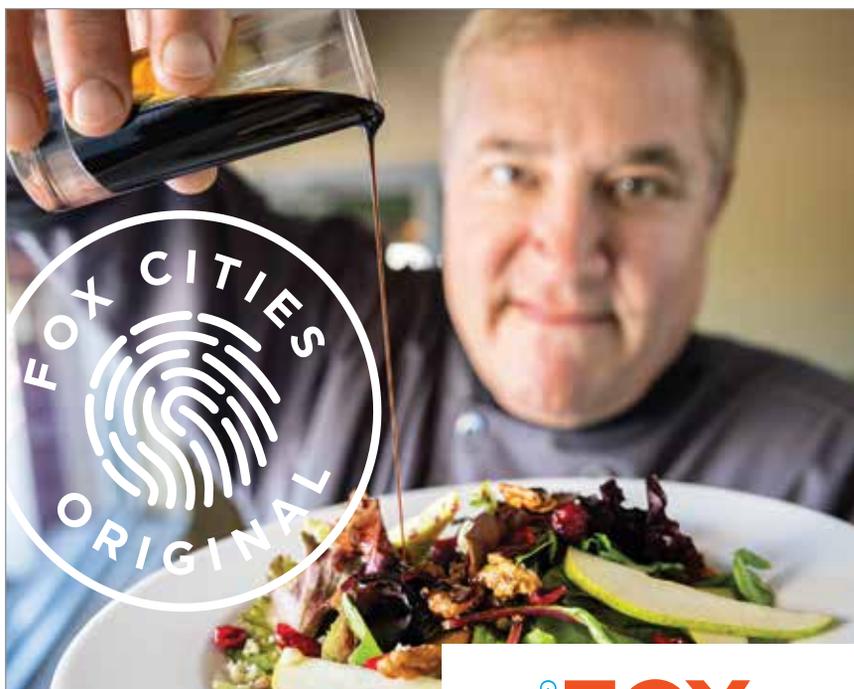
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Find Fall in the Fox Cities

NINETEEN COMMUNITIES in the greater Appleton area comprise the Fox Cities, meaning numerous opportunities for fall fun. Cruise down the scenic Fox River in a boat operated by **Fox River Tours**, where you can drink in the colorful foliage from the water. The boats typically putter from Appleton down to the Kimberly/Little Chute area and back, but some tours go through the locks, a unique experience. Afterward, enjoy a craft cocktail at **River Tyme Bistro**, making sure to sit out on the deck, which overlooks the water.

If you enjoy exploring by foot, check out the area's walking tours. Appleton's **History Museum at the Castle** has fall guided tours through Riverside Cemetery and various (supposedly) haunted buildings. Or take the self-guided **Neenah Historical Walking Tour**, which leads you past iconic spots such as the town clocktower, an octagon house and the Neenah Lighthouse at Kimberly Point Park, an especially scenic spot in fall.



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YOU'VE GOT TO CHECK THIS OUT!

There's plenty of entertainment to see and experience this fall.

BY SHELBY ROWE MOYER



THE PUPPET 'LAURIEATES' OF MADISON

Earlier this year, costume designer Laurie Everitt was driving back home after visiting a sick relative and started to think about how lonely it can feel at a hospital.

It was that little thread of connection and compassion that spurred her to reach out to a few Madison area actors and ask them a very serious yet very silly question: What kind of puppet character would you like to work with?

Thus, Puppet Laurieate was born, and an interesting cast of characters have made their debut.

There's Periwinkle, a sassy and stylish unicorn. Hampton J. Patrick is a cheery — and vegan — hamburger. ZIB is a space dog explorer with tons of nerdy jokes. There's Billy "The Shoe" Shuster, a whip-smart shoebill stork. Professor Gluteus Pooplesnoot is a certified Class W Underwizard. And Matilda! Well, Matilda LuPone is a fashion icon who's happy to raise a glass and cast a judge-y pout.

Everitt had been wanting to do some kind of in-person mini show ever since she crafted puppets for the Madison-based production company Are We Delicious in October 2019. She just wasn't quite sure how to make it happen.

The idea mulled around in Everitt's mind and morphed from in-person shows at nursing homes or libraries to virtual shows for people who are immunocompromised. Then COVID-19 happened. It cemented the plan to move forward with personalized, virtual messages anyone can commission — a fun and unexpected way to tell someone, "Happy birthday," for instance, or, "I'm sorry you're sick."

"Instead of concentrating solely on people in isolation for medical or age-related issues, we could reach out to the general public, because suddenly we all were in that boat," Everitt says.

Actress and arts educator Erin McConnell is part of the troupe alongside her trusty cosmonaut dog, ZIB. ZIB's

character is loosely based on one of the dogs Russia sent into space in the early 1950s. Viewers can often find ZIB orbiting Earth, and he's got a lot of interesting intel about space and astrophysics.

McConnell says she knew puppeteering would be difficult, but it's so much harder than she thought.

"It's challenging to make the puppet look alive," she says. "I've had the added challenge of a puppet [with hands], so [it's] figuring out how to operate his hands in a natural way. Then there's the ergonomics of holding his face so he's looking into the camera. If you lose the eyes, if you're not looking at the audience, it's totally disengaged. This thing has to be animate for the entire time for it to be believable, even when he's not speaking."

Building puppets has been a learning curve for Everitt as well. She'd made a few puppets before for theater productions but decided to take a workshop to learn the ins and outs, such as which fabrics work best.

Even though Everitt was the creator and conduit of this project, she sees herself more as a backstage player — offering a platform for her creative friends.

Since McConnell's ZIB is very fact- and research-based, she's thinking about creating long-form programming for kids that could be used in libraries or classrooms. Her hope is that the Puppet Laurieates spread doses of happiness to the people they reach, and that ZIB's narrative sparks curiosity to learn more about the world around us.

"I think there's a real magic and nostalgia in puppetry that we tend to forget as adults, and which kids haven't lost the connection to yet," says McConnell. "That's a really special thing to harness for good."

For more information, visit puppetlaurieate.com.

CATCH A SHOW

LunART's Virtual Festival

Oct 10 and 17

For the past two years, LunART Festival has been celebrating and spotlighting an array of local artists. This year, as the Black Lives Matter movement and racial inequality are pushed to the forefront of awareness, LunART is presenting "Human Family," a virtual art show created by Black women. The multidisciplinary show will include original songs, poems, dance and more. Be sure to visit LunART online to find out how to get your hands on the print that artist and activist Amira Caire created specifically for this event lunartfestival.org



"Beyond the Ingenue: Trailblazers"

Nov. 20

Music Theatre of Madison will release a virtual performance of "Beyond the Ingenue," a compilation of original music performed by area singers and composers exploring a moment in the histories of influential women. The theater group organized a similar iteration of "Beyond the Ingenue" a couple years ago, with local artists performing songs that broke away from the typical "love-centered" narrative that permeates musical theater.

The production will showcase some women who are familiar icons, like Amelia Earhart. But several of the real-life subjects are largely unknown to the public, including publisher Lisa Ben, considered to be the first known lesbian publisher. mtmadison.com

Live from the Madison Opera

October-December

Though in-person performances have been suspended at least through the end of 2020, Madison Opera has pivoted to present fall performances digitally. The first streamed performance of its digital fall season was in September, featuring husband and wife performers Jeni Houser and David Blalock. On Oct 24, Wisconsinite Kyle Ketelsen will "take the stage" for his first performance with the Madison Opera.

For tickets and information, visit Madison Opera online, and stay tuned for more performance announcements. madisonopera.org



ARTFUL EXHIBITIONS AT MADISON MUSEUM OF CONTEMPORARY ART

"The Destruction Project"

Oct 17-Dec. 20, 2020

This multimedia, documentary-based video and audio installation unravels the "roles of destruction and its counterpoints of resilience in rural areas," in three segments: entertainment, rejuvenation and irreversible. Jojin Van Winkle's exhibition uses field recordings and interviews of women in rural areas and examines the "inherent beauty seen in loss."

CAPITAL CITY THEATRE LAUNCHES TRIMESTER OF CURRICULA

For the first time, Capital City Theatre is hosting a full trimester of theater classes for kids and adults that range from dance to monologue techniques to stage management. The equity theater company has held classes before, but not on this scale, says Gail Becker, director of education and associate artistic director.

The classes were designed to "prepare enthusiasts for a higher level of performance and stagecraft," Becker says. And also bridge the gap for middle, high school and college students who want to be more involved in theater, especially now with COVID-19 limiting school activities. The curriculum level is geared toward students who have some theater background already and most of the classes run one day a week for four to five weeks. For more information, visit capitalcitytheatre.org. 🌸



JOJIN VAN WINKLE

FIVE BUCKET-LIST HIKES WITHIN 60 MILES

This is the best time to
get your fall color fix.

BY SHELBY ROWE MOYER

PHOTOGRAPHY BY KEVIN REVOLINSKI

KEVIN REVOLINSKI is your go-to guy for Wisconsin hikes.

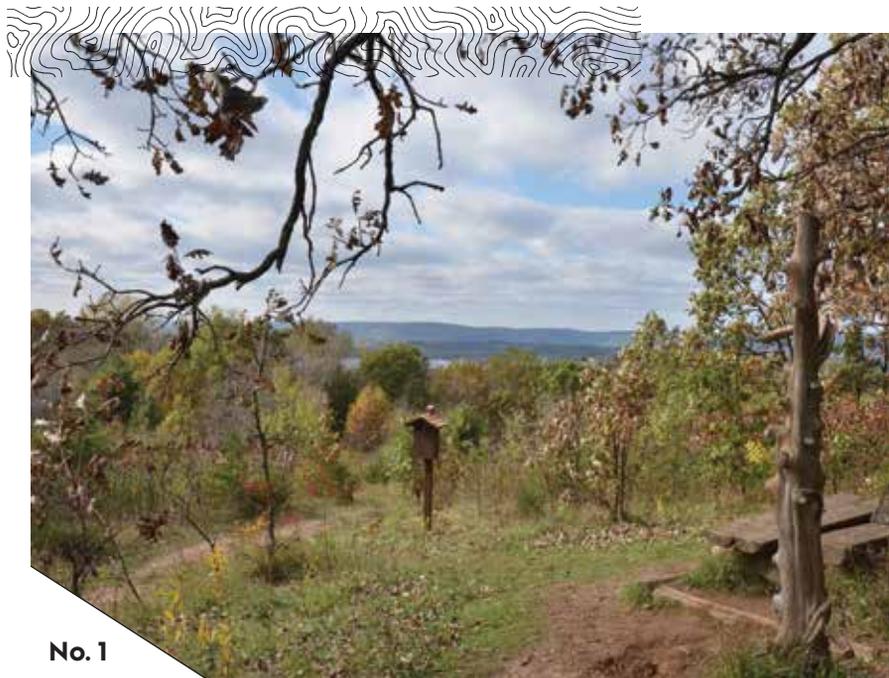
A Wisconsin native, Revolinski has written more than a dozen books on topics including guides to craft beer, tent camping and paddling in Wisconsin. A current Madison resident, he first moved to the capital city in 1992 – but left for a few years to teach abroad and in Texas – and has long admired the wildness of the Badger State.

“I love the variety of ecosystems we have here,” he says. “Thousands of miles of rivers and creeks; two Great Lakes and thousands of smaller ones; rare bogs and fens; and special State Natural Areas; and, of course, the dramatic landscape left behind by the glaciers of the Ice Age. And all of it is so accessible while sometimes seemingly so remote.”

The third edition of his “60 Hikes Within 60 Miles: Madison” guidebook recently published, with the inclusion of five new hikes. He wrote the first edition in 2007, and says each version includes hikes that are a “little bit better or less traveled – less familiar.”

A segment of the Ice Age Trail was lost to the public when the landowner took back an easement in the middle of it, but Revolinski said the new edition includes an even nicer trail loop near Merrimac, and it’s one of his favorites.

Sixty hikes are a lot of hikes, so if you’re looking for a pared-down list, here it is – Revolinski’s top five.



No. 1

“I love the 18-mile **Ice Age Trail segment from Merrimac to Devil’s Lake**, up over both bluffs, and then back over a moraine on its way to Parfrey’s Glen. It’s a demanding but rewarding trek, with the option to shorten it or take two days with some camping at the state park in the middle.”

Location: About 50 miles north and slightly west of Madison, across the Wisconsin River.

Difficulty: Moderate to difficult

Distance: Up to 18.2 miles; one-way, but three miles on road creates a loop of 21.1 miles.

Traffic: Light, but potentially moderate to heavy with Devil’s Lake State Park bluff areas.

Wheelchair Access: Only a shoreline portion at Devil’s Lake State Park.

Pets: Leashed dogs allowed.



No. 2

"The trails of **Cherokee Marsh** are close to my home, and I am often out there weekly. In minutes I can get to the trail and be out there among cranes and deer."

Note: *There are two segments of this trail system: Cherokee Marsh North and Cherokee Marsh South. Both are relatively similar in terms of trail distance and foot traffic, although the south portion is not wheelchair accessible.*

Location: Right at the city limits on the northeast side, at the end of Sherman Avenue.

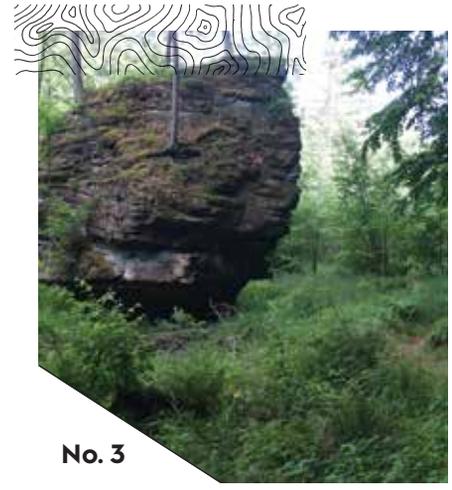
Distance: 3.2-mile loop.

Difficulty: Easy to moderate.

Traffic: Light

Wheelchair Access: Restrooms and some trails.

Pets: No dogs.



No. 3

"**Rocky Arbor State Park** has a certain Jurassic Park quality with the rock formations and abundant ferns. No dinosaurs, though. Use your imagination."

Location: Fifty-nine miles north, at the northwest edge of Wisconsin Dells.

Difficulty: Moderate to difficult

Distance: 1.1-mile loop.

Traffic: Light

Wheelchair Access: None.

Pets: Leashed dogs.



No. 4

"**Governor Dodge State Park** has a large trail network, so I can hike as long as I want. Plus, the park's Lost Canyon and waterfall are the highlights of a day there."

Location: Just under 60 miles west of Madison in Dodgeville, off of Highway 23.

Difficulty: Moderate.

Distance: 8.8-mile loop.

Traffic: Light

Wheelchair Access: .25-mile asphalt trail to Stephens Fall overlook.

Pets: Leashed dogs with off-leash pet swim areas.



No. 5

"**Donald County Park** is another great hike, with a trout stream, abundant wildflowers, some rock outcrops and, in fall, apple trees."

Location: About 16 miles west of Madison, outside of Mount Horeb.

Difficulty: Moderate with a few steep areas.

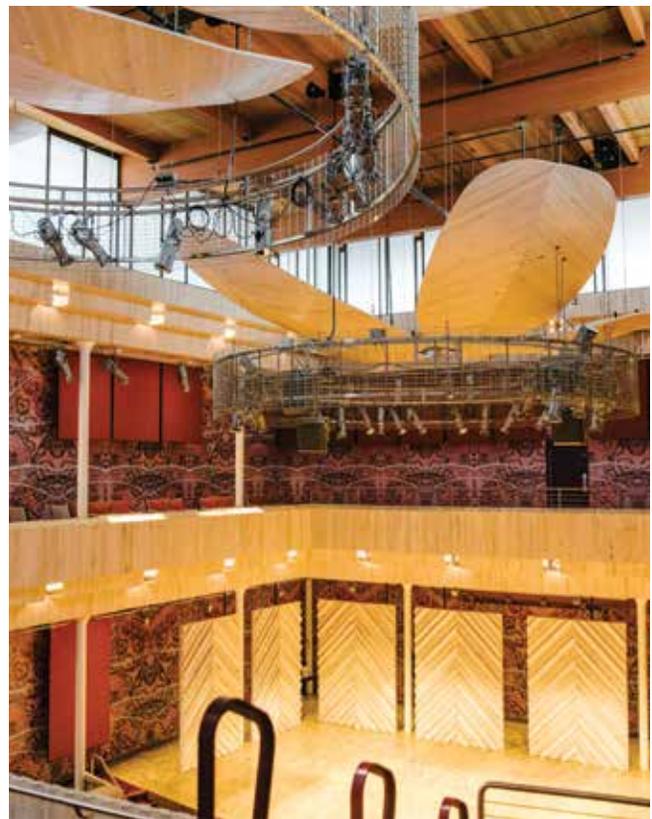
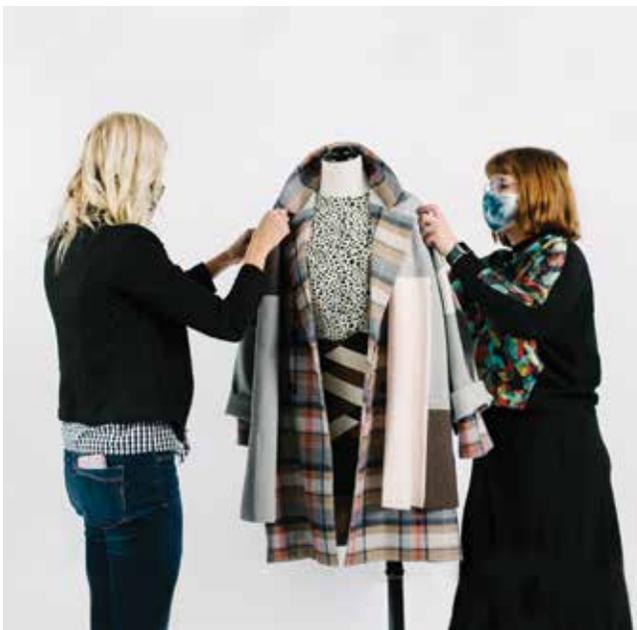
Distance: 4.5-mile figure eight.

Traffic: Light

Wheelchair Access: None.

Pets: Dogs require a daily or annual fee and must be on a leash. 🌸

LINGER



OUTTAKES | For each issue of BRAVA, there’s a lot of behind-the-scenes work, whether it’s styling photo shoots or winnowing down photos that won’t make it into the final pages. Here’s a peek behind this edition. **Top:** Keni Rosales’ stunning food photography of Ahan made it tough to pick what to use for our Eats + Drinks roundup starting on P. 84! Rosales does all of the photography, videography and graphic design for Deja Food Group (Estrellon, L’Etoile and Graze) in addition to portrait and photojournalism work. **Bottom Left:** Editorial director Shayna Mace and assistant editorial director Shelby Rowe Moyer style a dress form in photographer Hillary Schave’s studio for the Beauty & Style department. The duo researched trends to

come up with five looks to showcase starting on P. 13. **Bottom Right:** Collins Recital Hall in the Hamel Music Center features an eye-pleasing palette of light woods mingled with luscious shades of reds and purples. The space has an acoustic “tiara” suspended from the ceiling and is dressed in wallpaper based off of a four-part painting titled “Like a Rolling Stone” by William Weege, founder of Tandem Press. 🌸

TOP: KENI ROSALES | BOTTOM: HILLARY SCHAVE

MADISON SYMPHONY ORCHESTRA

JOHN DEMAIN | MUSIC DIRECTOR

Home Is Where the Art Is



Young musicians shine.

The future is bright. Bolz Youth Artist Competition participants and winners of The Final Forte shared performances and stories about music and their lives from their homes with us this summer. Experience the “**Young Artist Series**” of video stories that are part of our “**Home Is Where the Art Is**” collection at madisonsymphony.org/homewithartists.

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I open our 2020–21 Season with César Franck’s powerful *Pièce Héroïque*, followed by works by some of the most prolific and important French composers. After relaxing to my arrangement of Debussy’s *Clair de Lune*, hear me close the program with Boëllmann’s well-known *Suite Gothique* that ends with a rousing *Toccata*. I am excited to share these musical gems that have cemented the great value of the French school of organ composition for centuries. –Greg Zelek

After an awe-inspiring appearance in 2018 with his all-Bach program, GRAMMY Award-winning organist (and my Juilliard professor) Paul Jacobs returns to Overture Hall to share the beauty of his musical insights into Handel’s *Organ Concerti*. Bookended by Mr. Jacobs’ arrangements of two of Handel’s Op. 4 Concerti for solo organ, the versatility of our Mighty Klais will be on full display with a program that will amaze all! –Greg Zelek

While we can’t gather in person for the safety of our community, it gives me great pleasure to announce that the first two concerts of our 2020–21 Season will be streamed for viewing from home! After I kick off the season with an all-French program, Paul Jacobs will make his highly anticipated return appearance. I am sure that these streamed concerts will amaze the audience with our Mighty Klais and give an up-close and fresh experience of all that it takes to bring this music to life!
 –Greg Zelek

Join us for two masterful organ performances recorded **LIVE** in Overture Hall — streamed **FREE** to your home. **REGISTER NOW** to experience the concerts: madisonsymphony.org/organ.



MADISON SYMPHONY ORCHESTRA

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Artists, dates, and programs subject to change.
 PHOTOS: Peter Rodgers (Zelek, organ), Daniel Ficarra (Jacobs)



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