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women + style + substance

10TH ANNIVERSARY
SPECIAL

2022
**WOMEN
TO
WATCH**

HONORING 10 INFLUENTIAL
MADISON LEADERS

Carey Zawlocki

Director, Monroe Street Arts Center

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FEATURES



HILLARY SCHAVE

Myra McNair

32 2022 Women to Watch

Meet 10 women who are poised to make 2022 their biggest year yet. And, see what our past Women to Watch have been up to in this special 10th anniversary edition.

55 A Perfect Fit

A small addition and renovation yielded major improvements to one family's University Hill Farms home.

DEPARTMENTS



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Carey Zawlocki was photographed by Hillary Schave at Lodgic Everyday Community for the Women to Watch feature, starting on P. 32.



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CELEBRATING A MILESTONE

When I took over as editorial director of BRAVA in mid-December 2019, the first project I worked on was our 2020 Women to Watch feature, which was well underway. (Talk about hitting the ground running!) I remember being in awe of women like Melissa Shutwell, who has three children (two of which have special needs), who developed a ministry program for Heartland Church to make it more welcoming for families with differently-abled children. Or State Rep. Shelia Stubbs, whose work focuses on rectifying disparities in the criminal justice system, her profile noting at the time that “she’s established a reputation as a game-changer.” (Check out what Rep. Stubbs is up to now on P. 50.)

Since 2012, that’s what all 207 of our Women to Watch honorees have been: game-changers, visionaries, leaders and influencers. This year we celebrate the 10th anniversary of Women to Watch, which was dreamed up by former publisher Michelle Kullmann and her staff in 2011 as a way to celebrate notable Madison-area women in a public way – with acknowledgement of their plans for the year ahead. The first Women to Watch feature debuted in the January 2012 issue.



“We wanted the award to be forward-thinking in the sense that many women are or already have made great contributions in their industries, endeavors and the community – and were on the cusp of more,” says Kullmann. (Read more of my Q&A with Kullmann on P. 45.)

My colleague Shelby Rowe Moyer and I had fun digging into what some of our past Women to Watch have been doing for the “Women to Watch: Where Are They Now” piece starting on P. 46. From accepting even higher-profile positions to moving into politics to starting their own businesses, these women are *still* making things happen. Be sure to check out our extended version of this piece with additional updates on bravamagazine.com, too.

This year’s crew of 10 Women to Watch is another fantastic group, and I had the honor of meeting all 10 women at our photo shoot at Lodgic Everyday Community. It continues to amaze and inspire me that so many women are doing so much good in our community. People like Rebecka Crandall, who is addressing addiction recovery with a multi-pronged, innovative approach, and cover woman Carey Zawlocki, who is offering more educational and art options for neurodiverse kids in 2022 at Monroe Street Arts Center, are just two examples. Our eight other women are just as inspiring. We are thrilled to give these women recognition for their efforts and cheer them on as they tackle their 2022 plans.

Thank you for being a BRAVA reader, and we hope you enjoy this special 10th anniversary feature, along with all of the other great content we have in this issue.

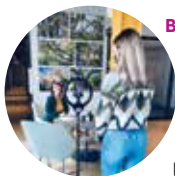
Shayna Mace
Editorial Director
[@shaynamace](https://twitter.com/shaynamace)



IT'S SOIREE TIME

It's finally here! Our Women to Watch party is on Tuesday, Jan. 25 from 5:30-

8 p.m. at Grainger Hall on the UW-Madison campus. We'll celebrate the 10th anniversary of Women to Watch, and honor 10 women in our 2022 group. Check out bravamagazine.com/w2w to get your tickets!



BEHIND THE SCENES

Our social media manager Kristin Dvorak was hard at work at our Women to Watch photo shoots, capturing behind the scenes images

and conducting short video interviews with each woman to share in our social media channels. Check out all of this #bts content on BRAVA's Instagram, Facebook and LinkedIn accounts in January.



RAVISHING RENOVATION

If you like a good home before-and-after like me, you'll want to read “A Perfect Fit,” starting on P. 55. By enclosing a small portion of their front porch

and the removal of a wall in their kitchen, a Madison couple totally remade their main floor into a light, bright haven for their family.

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MASON BRAASCH

Mason is an editorial intern with BRAVA and a journalism major at the University of Wisconsin-Madison. She is currently the lifestyle editor for Moda, UW-Madison's fashion and lifestyle magazine. Mason wrote several pieces in this issue on a variety of topics, including "Face the Facts" (P. 14), "Getting Top Dollar" (P. 22), "Six Outings for Winter Fun" (P. 68), and contributed to our "Women to Watch" feature (P. 32).



KATY MACEK

Katy is a passionate Wisconsinite whose journey has allowed her to call several parts of the state home. She graduated from UW-Eau Claire and worked for the Chippewa Herald in Chippewa Falls and then the Eau Claire Leader-Telegram before moving to Madison in 2019 to tackle copywriting. A passionate storyteller, though, she found herself missing reporting. She relocated again to be the Oshkosh Northwestern's business reporter, but still enjoys telling the stories of Madison-area women. Katy contributed to "Women to Watch," as well as penned "The Reality of Real Estate" (P. 30), where she writes about the current home-buying market.



HILLARY SCHAVE

Hillary has photographed BRAVA's "Women to Watch" feature since 2015 and has been an invaluable contributor to the package's creative process. Her small business, Azena Photography (azenaphoto.com), specializes in weddings, professional business portraits and boudoir out of her beautiful studio on the east side of Madison. When she is not working, she loves to escape in books, sci-fi/fantasy and the great outdoors. During the summer, her camping gear is always packed and ready to go at the door for last minute chances to spend time with her family and friends away from the city.

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THE CONNECTION CREATOR

Mattie Reese seeks to fill in the gaps of community needs for those experiencing homelessness.

BY HANNAH WENTE

PHOTOGRAPHY BY
SHALICIA JOHNSON

Mattie Reese wants everyone in Madison to see the people experiencing homelessness and do their part to help through policy change, resources and innovative solutions.

"We've always known about the homeless population in Madison, but it was swept under the rug," she says. "COVID brought to light that no matter your housing status or your color — it [could impact you]. It showed us we need to pull together to make Madison equal for everyone."

In 2020, she formed the grassroots nonprofit organization Connecting the Dots with Mattie Inc. to respond to community needs during the pandemic. The nonprofit provides daily resources and case management to people who are economically insecure and experiencing homelessness.

Reese, a community organizer since 1992 and Madison College graduate, also saw a need to give a voice to a population disproportionately affected by the pandemic.

"Everybody had someone representing them," she says. "Black Lives Matter had someone representing them — my community had folks representing them — but [the homeless] population had no voice. It was in my heart — I wanted to give them a voice, and to help Madison recognize our homeless population was hurting more than anyone."

Mattie Reese at Reindahl Park, before it was cleared out in December 2021.

In-home help for Dad



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At her church and on her own, she cooks, packages and transports meals all over the city to those who are experiencing homelessness. She has distributed care kits with toothbrushes, toilet paper, soap and other necessities to people in need throughout the pandemic at homeless encampments at city parks like McPike and Reindahl.

A homeless encampment was never sanctioned in McPike Park, but many people experiencing homelessness camped there starting in 2020 through February 2021. In March 2021, the city ordered that McPike Park be cleared out, and some people were moved to Reindahl Park. In May 2021, Reese helped move some people from Reindahl Park into hotels. (The city ordered Reindahl Park to be vacated in December 2021.)

"If you give them an opportunity to get a fresh start, and in their mind they're ready, man, they clean up well," Reese says. "Many want to clean up but they don't have the space, or the opportunity, the necessity to do it. Getting them out of that park and into a hotel showed me they could bounce back and become part of our community."

City officials continue to work on more permanent solutions for those experiencing homelessness. They've helped relocate many to women's and men's shelters, to hotels and with family members. Two tiny home villages run by Occupy Madison, for those experiencing homelessness, are also up and running — the newest one on Dairy Drive.

DREAMING BIG

In December 2021, Reese's nonprofit was awarded a \$150,000 Dane County grant for case management and purchasing necessities for those experiencing homelessness.

She's already in talks for a lease for a kitchen on the East Side that would provide meals to those experiencing homelessness. And in 2022, she hopes to launch a transitional housing project in Stoughton. She notes

the suburban location is purposeful, because many of the people she serves want to work, but struggle with drug use or violence based on the circumstances and people around them — most notably in the East Washington corridor.

"Removing them from that environment gives them the tools to adjust [to a new way of life]," she says. "If we can get them into [a new] area, get them stable and find them employment in that area, they'll become part of that community," she says.

In the long run, she wants to provide assistance to those who fall through the cracks of Madison's current nonprofit-based homeless services — which primarily falls on the shoulders of The Beacon, a homeless day resource center.

"What I wish Madison would do is not just depend on one organization to handle the whole city — it's impossible," she says. "I learned that if you're not under an association's name or you're not in their group, you don't receive their assistance — that's the hugest barrier I wanted to break."

She's also intending on making connections within the business and nonprofit communities, and finding additional funding, staff and volunteers to help her do paperwork and write grant applications.

"I thought I was superwoman," she says. "I thought I could save this population no matter what. What I'm learning is that you need partners." 🌸

Hannah Wente is a freelance writer who builds community through her freelance writing and nonprofit work.

FAMILY Health Series



As we enter the new year, we typically focus on resolutions and goals for self-improvement. Packing up the holiday decorations and reaching for our running shoes, yoga mats and gym memberships, it is easy to forget there is more to health than just our physical wellbeing.

Mental health is just as imperative as our physical health. In fact, they are intertwined as one unit creating the mind-body connection. One way to help strengthen this connection is through meditation. Many people steer away from this in fear of not doing it “right.” In reality, the only way to be unsuccessful is by not doing it at all. Meditation is just like any other skill – practice and consistency generate better results.

Meditation allows us to sit without the “doing” of our daily lives, to slow down and breathe. Our nervous system is on constant overdrive. By having our minds be quiet and present, we gain awareness of our thoughts and where they are felt in the body.

The autonomic nervous system has two parts, the sympathetic and parasympathetic nervous

Why Meditation is Good for the Mind, Body and Soul

Erika Hoffmann, a physician assistant for UnityPoint Health – Meriter, discusses why the mind-body connection is key to our overall health.

systems. The sympathetic nervous system is in charge of your “fight or flight” reactions. Daily life, work, stress and anxiety all increase the brain’s responses in this way. The parasympathetic nervous system is “rest and digest.” Breath work during meditation allows our bodies to shift towards a calmer state.

Having a longer exhale in your breath cycle, you transition from fight or flight to rest and repair. Your body will then receive those signals of safety through breath, and your body will naturally relax. Try this: breathe in deeply for four seconds, hold for two seconds, and exhale for six to eight seconds. Do this for about two to five minutes to feel calmer.

Why should I meditate?

There are many health benefits to meditation:

- Lowers stress
- Decreases anxiety and worry
- Lessens pain and muscle tension
- Improves sleep
- Boosts mood
- Helps self-awareness and confidence

How do I meditate?

Find a time each day that feels right for you in a quiet, calm space. Some people enjoy morning meditations to jump-start their day, while others prefer before bed for a more peaceful sleep. There is no perfect amount of time to meditate, but ideally, it’s longer than five minutes, with the average about 10-20 minutes. You can set a timer and enjoy the silence or sounds of nature. Guided meditations with a phone app are also very common, and the app can coach you through a practice.

What if my mind wanders?

That’s okay! It is natural for our minds to lose focus. When you notice that you drift, just become aware and return to your breath or the guide. This will improve the more you practice.

Resources

Free and paid apps for meditation include: Insight Timer, Headspace, Calm and Curable.

— Erika Hoffmann, PA-C is a physician assistant at UnityPoint Health-Meriter’s DeForest-Windsor Clinic

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SUSTAINABLY STYLISH

BY SHAYNA MACE

PHOTOGRAPHY BY SHANNA WOLF

Tucked in a quaint Monroe Street storefront is Sunne Boutique, a women's boutique that specializes in sustainable fashion. Owner Carrie Astin painstakingly researches the brands she carries, and sustainable may mean that a brand uses plant-based dyes, deadstock (leftover or discontinued fabric) or organic fabrics. She also carries a small selection of vintage clothing, which is sustainable as well. Yet each piece is fashionably curated, such as wrap dresses in splashy prints, a sweater dotted with pearls and a sumptuous pink velvet suit.

Astin knows that online shopping is engrained in our habits, but even when she shops online, she misses the in-person, boutique experience. She says Madison has great local shops — “but there was space for more,” she says. And, a brick-and-mortar boutique was always her dream.

“There’s an experience to [shopping in-store], and especially during the pandemic — I feel like we are all looking for that human connection again,” says Astin.

2534 Monroe St, sunneboutique.com ✨



SHOP THE LOOK



This Save the Duck jacket uses recycled synthetic down for insulation instead of down feathers. \$298



Genusee eyewear is made in Flint, Mich., from recycled plastic water bottles, as a result of the Flint water crisis. \$149



Corey Lyn Calter's amazing eye print dress is a statement-maker. \$262

Wide-leg denim is here to stay. Try these Oliver Logan Aberdeen Wide-Leg Crops. \$84



Astin had Lucky + Lovely, a Black-owned, female brand, print custom totes for her shop. \$16



We're obsessed with Nach Bijoux's charming animal earrings, bracelets, rings and necklaces. \$90

FACE THE FACTS

Top skincare tips and product picks from the pros.

BY MASON BRAASCH

Our skin is our body's largest organ, yet with so many options, ingredients, tools and treatments available, it can be hard to navigate taking care of it. Building a consistent skincare routine is essential to keeping your skin healthy, and the products you use are the most important aspect. Dr. Nadine Shabeeb with SSM Health and Dr. Harmony Ryan of Harmony Medical Aesthetics weigh in on the best products and treatments to keep your skin looking fresh, healthy and vibrant.

ESTABLISH YOUR SKINCARE ROUTINE

Dr. Shabeeb is a self-titled "skincare minimalist" when it comes to her routine, explaining that a good skincare routine doesn't have to break the bank to produce results. Instead, she stresses that the right products, as well as consistency in your routine, can protect and improve your skin. Here, Dr. Shabeeb shares her recommendations to curate your perfect routine.

FACIAL SUNSCREEN

Sunscreen is the most vital part of every routine. It protects your skin from sun damage that causes scarring,

hyperpigmentation and aging. Even if you're working from home or experiencing limited sun exposure, Dr. Shabeeb recommends wearing a tinted mineral sunscreen containing iron oxide, which can help protect you from visible light that comes through windows.

When shopping for sunscreens, Dr. Shabeeb explains that you need at least SPF 30, and that you should be looking for full spectrum sun protection.

A good sunscreen is a worthy investment for your skin, but if you're looking for more affordable options, Dr. Shabeeb explains that there are a plethora of good drugstore options as well.

BODY SUNSCREENS

When it comes to sunscreen for your body, the most sought-after characteristic is that it doesn't leave behind a white cast when applied. Dr. Shabeeb explains that while chemical sunscreens typically don't have a white cast, they may cause skin irritation for some people. Mineral sunscreens, which use zinc oxide and titanium dioxide as the active ingredient, often leave a white cast that acts as a physical barrier to protect your skin from the sun.

EXPERT PRODUCT PICKS

FACIAL SUNSCREEN

CōTZ Flawless Complexion SPF 50

This lightly tinted mineral sunscreen is ideal for sensitive and acne-prone skin and is recommended by Dr. Nadine Shabeeb for daily use. \$25

BODY SUNSCREEN

Tizo Ultra Zinc

This sunscreen has tinted and untinted options and can be used for both the body and the face. \$42

CLEANSERS

Cetaphil Gentle Cleanser

This cleanser is non-irritating and effective. \$10



Mario Badescu Glycolic Foaming Cleanser

Paired with a daily cleanser and used a few times a week, this chemical exfoliating wash can help refine skin tone and texture. \$16

RETINOL AND VITAMIN C

L'Oreal Revitalift Derm Intensives Vitamin C Serum

With 10% pure Vitamin C, this serum is non-irritating and offers great antioxidant benefits. \$17



SkinCeuticals C E Ferulic With 15% L-Ascorbic Acid

Described as "the gold standard of Vitamin C" by Dr. Shabeeb, this product has Vitamins C, E and ferulic acid for exceptional benefits. \$166

Neutrogena Rapid Wrinkle Repair Regenerating Cream

Dr. Shabeeb describes retinoids as a powerhouse ingredient to combat photoaging and acne. This over-the-counter product is a great way to take advantage of these benefits. \$34



RoC Retinol Correxion Max Daily Hydration Crème

This cream contains retinol and hyaluronic acid to repair signs of aging and rejuvenate smooth skin. \$25

CLEANSER

When searching for a cleanser, it's best to look for gentle, fragrance-free options in order to avoid irritation. If you're looking for something exfoliating, Dr. Shabeeb recommends a chemical exfoliator, like glycolic acid, rather than a physical exfoliator containing beaded scrubs (think St. Ives).

SERUMS

If you're looking to cut back on your skin-care products, serums may be the place to do so. Dr. Shabeeb explains that while they feel great on the skin when applied, they are not a necessary component to your routine.

However, if you're looking for the soft, smooth and cooling experience that they often provide when applied, serums containing hyaluronic acid are recommended. Try Vichy Minéral 89 Hyaluronic Acid Face Serum (\$24) or Cerave Hydrating Hyaluronic Acid Serum (\$16).

RETINOL AND VITAMIN C

Retinol and Vitamin C are recommended by Dr. Shabeeb for photoaging, acne and hyperpigmentation. Vitamin C should be a part of your morning routine, while retinol should be used at night.

TOOLS

Skincare tools like the jade roller, ice roller and gua sha have become popular recently, but are they effective components of a skincare routine? Dr. Shabeeb explains that most benefits of these products are minimal. However, if they help you create consistency in your routine and feel good to you, there is no harm in including them.

EXPERT-RECOMMENDED SKIN TREATMENTS

Dr. Harmony Ryan of Harmony Medical Aesthetics is a physician who specializes in aesthetic medicine. At her office, she offers a variety of treatments to address skincare concerns, including acne, aging and even rosacea (red pigmentation) symptoms.

MICRONEEDLING

Microneedling is a treatment in which a device is used to create micro channels in the skin. Growth serum is then infused into the skin, which stimulates healing. Dr. Ryan explains that this is a great treatment for patients with acne and wrinkles, as it stimulates collagen production and can help eliminate scarring.



CHEMICAL PEELS

Chemical peels are also a great way to treat acne. Dr. Ryan explains that the process of a peel gets rid of the top layer of dead skin cells, opening up and unclogging pores.

IPL PHOTO REJUVENATION

IPL (or Intense Pulsed Light) is a great treatment for aging, as it targets red and brown areas, such as acne scars and sun spots on the skin. While blood vessels will go away immediately, dark brown spots will become darker for a week following the treatment before falling off. Dr. Ryan explains that the spots will rise to the skin's surface and slough off like coffee grounds! 🌸

Mason Braasch is an editorial intern with *BRAVA Magazine*.

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TOOLS FOR CURBING SUGAR CRAVINGS

How to step away from the sweets — thoughtfully.

BY SHELBY ROWE MOYER

The New Year has become synonymous with self-reflection and growth. It's a natural time for many of us to evaluate what we want to accomplish during the next 365 days and the steps we can take to get there. Better health and wellness are big themes, and if indulging in holiday sweets has been a trend for you, that might be one area you're looking to cut back on.

Processed sugar is not great for our health; we all know this. Kaitlin Rohowetz, a certified health coach and founder of A Better Body in Madison, says studies show that excessive sugar consumption can suppress the immune system; can cause chronic inflammation (linked to mental health disorders, body pain, digestive issues, weight gain and more); and also causes extreme fluctuations in your blood sugar, which can also affect your mood.



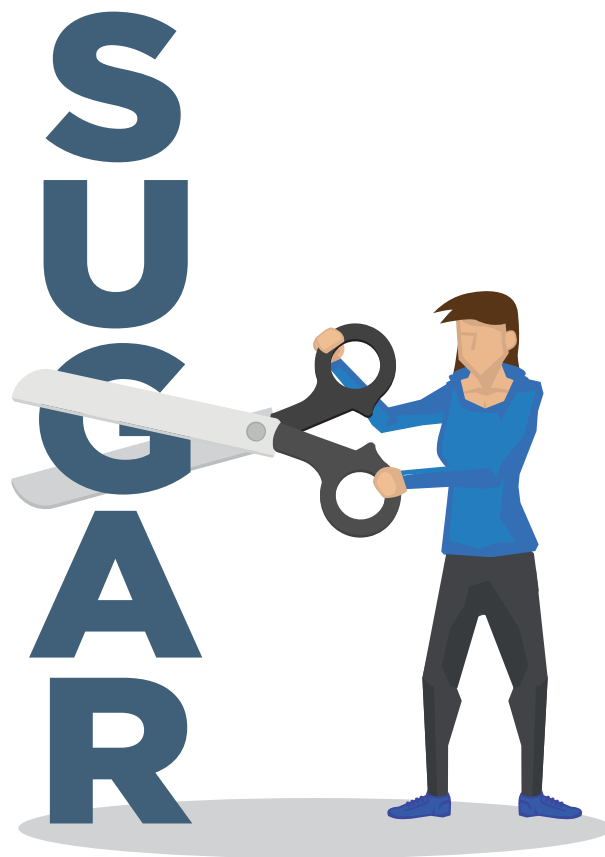
Conversely, changing your lifestyle so that you consume less processed sugars will likely lead to feeling more balanced overall, she says. Understanding how sugar impacts our body is the easy part. Changing our habits is a lot more challenging.

LET'S TALK ABOUT WHY WE CRAVE SUGAR.

Rohowetz says there are two things at play: Emotional needs and nutritional needs. Whether you're craving sugar as a self-soothing mechanism or because your body wants an energy source, your brain is sending signals out because your body wants to reclaim balance.

Eating sugar feels good because it releases dopamine, the reward center in your brain. "When you've been driving in awful traffic, or your boss has been on you about a stressful deadline, or your kid has been sick or you're dealing with some other family issue, your body will help you restore balance by craving the foods that make us feel happy and blissful," she says.

Nutritionally, all foods have energetic qualities, she says. Sugar, for example, is on one end of the spectrum alongside



caffeine and dairy. Those foods give us energy, Rohowetz says. On the other end of the spectrum are things like salt and red meat, and those make us feel grounded. Hence why sweet and salty is so tasty — they're on opposite ends of the spectrum.

"If you're eating a lot of protein and eggs and salty foods, you're going to crave sweets, because you're not getting enough balance," she says. "You're going to crave the thing that's going to give you the quickest energy, but it might not always be the healthiest, and it's just a temporary solution."

THERE ARE HEALTHY WAYS TO ACHIEVE BALANCE.

To truly curb your sugar cravings, eat a variety of nutrient-dense foods, Rohowetz says — like poultry, fish, vegetables, beans, grains, fruits and nuts. These foods live in the middle of the nutrition spectrum, so your body will remain in a more even state when you eat them. Drinking enough water and getting enough sleep are also paramount.

"People don't believe me when I say this, but it will help you naturally crave less sugar," she says.

If you're eating well, staying hydrated and getting enough sleep but you're still craving sweet treats, then the cravings could be emotional. Ask yourself how you're feeling in that moment, she says. Trying to simply cut out sugar doesn't work long-term unless you replace it with a different, stress-relieving,

healthy habit — like exercise, a mindfulness activity or socializing with people who feel good to be around.

And the goal here isn't to avoid eating sugar forever. The goal is to eliminate the guilt that can come from overindulging. "My No. 1 thing is if you're genuinely eating a dessert to enjoy it, and you can do it guilt-free, go ahead and have your dessert," she says. "But if it's pretty obvious that you're not even hungry or you're not in a good mood, maybe try a couple of other things first. If you're still having that craving, then having the sweet treat is still an option."

Rohowetz understands how hard this can be to practice in the long-term. A former chronic dieter herself, Rohowetz says everything changed for her when she shifted her mindset away from weight loss and into a more positive direction. "You kind of have to think of yourself as a healthy person, and then you gradually start to become that"

Start small, she says — meaning, if you're a person who eats sweets every day, start by eating them every other day. Build upon small adjustments for lasting change. ✨

HEALTHY SNACKS WITH A TOUCH OF SWEETNESS

Rohowetz recommends mixing your "something sweet" with foods that will help curb hunger and offer more nutrients, like these:

*Sliced apple
with almond
butter*



*Trail mix with
dried fruits
and nuts*

*Berries and
Greek yogurt*



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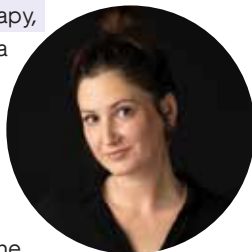
A therapist and a trauma-informed life coach dive deeper into what anxiety means and how to manage it.

BY SHELBY ROWE MOYER



The term “anxiety” is a major player in our social and emotional lexicon. And for good reason. According to the Anxiety & Depression Association of America, it’s considered one of the most common mental illnesses in the U.S., affecting 40 million adults.

Psychotherapist Leslie Golden, APSW, of Madison-based Westside Psychotherapy, says anxiety is best described as a “constellation of experiences and feelings and manifestations.” It can present itself as a churning in your chest, racing thoughts, a desire to achieve perfection and control. It can cause headaches, tension in the body and stomach problems. Most people verbalize anxiety as a feeling, but Golden says it’s probably more accurately described as a symptom of other underlying feelings, like fear and/or anger.



Anxiety can sprout from a long list of life events, but Golden says a few common themes include social acceptance and approval. Another common theme is combating stresses brought on by work and a society that “praises and worships productivity,” Golden says.

So, when does generalized anxiety become a clinical diagnosis?

In short: “Once it’s disrupting your life. If you can’t meet the demands of your life; if you’re meeting them with distress; if it’s severely impacting your diet, your sleep, your functionality,” Golden says.

These anxiety-based reactions can completely change how a person sees and experiences the world around them. “[Often], you’re seeing ‘no’s where there are ‘yes’s. You’re seeing hurdles

where there are small bumps. You’re experiencing your environment as being at odds with you — as something that you have to constantly overcome and that requires a great deal of resilience that maybe you don’t feel like you have.”

WHAT CAN HELP

Avoiding anxiety altogether is likely impossible, but there are many things a person can do to help regulate themselves. Seeking therapy, medication, practicing mindfulness and exercise are a couple of ways. Another strategy that might not come immediately to mind — but can be helpful for anxiety — is utilizing strategies for time management and organization.

Miranda Wise, owner of Wisely Organized, says many of her clients are anxiety prone, which is one reason why she decided to become a certified trauma-informed life coach. She wanted to get to the root of why people struggle with things like procrastination, time prioritization and organization. Anxious people can sometimes fall into two camps: People who are highly distracted and ping-pong around from task to task; and people who want so much control that they have trouble dealing with the unexpected.

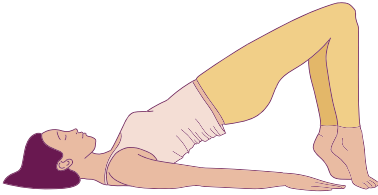


For the anxious person who feels easily distracted, she recommends joining the “no notifications club.” If you can, turn off email notifications.

She also recommends having end of day and/or beginning of day rituals. For example, begin or end the day by cleaning your work space and creating a list of three to five priorities. Wise says the goal of having these rituals is to start and

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WOMEN'S Health Series



There are some things many women are reluctant to talk about, and pelvic floor problems are probably near the top of that list. Maybe they're embarrassed. Or equally likely, they assume that their problem is normal, and they have no choice but to live with it.

Pelvic floor physical therapy is useful for women (and men) of all ages and covers a wide variety of issues. Painful intercourse, urinary or fecal leakage, a separation of the muscles of the abdominal wall after childbirth and general pelvic pain are all things that can be related to pelvic floor dysfunction. And yes, these problems are very common – but they're not normal.

Incontinence and urinary frequency are common with new moms after childbirth, as well as in older women. But leaking every time you sneeze or getting up numerous times throughout the night to go to the bathroom can be very disruptive to your life. And it doesn't have to be that way.

Pelvic Floor Physical Therapy – What's That?

Physical therapist Emily Grosse of Stoughton Health explains how pelvic floor physical therapy can change your life.

How Physical Therapy Can Help

If you're experiencing any of these symptoms, ask your doctor for a referral to physical therapy. It's best to do it when you first notice symptoms. PT is non-invasive, and many pelvic floor problems are very treatable, often helping you avoid surgery.

Treatment will be tailored for your specific needs, and may include exercises and stretches, biofeedback to locate appropriate muscles and even behavioral strategies.

For example, there should be a strong connection between your pelvic floor muscles and your bladder, and pelvic floor physical therapy can train you to improve that communication, teaching you how to regain control of your bladder. With proper treatment, it's not uncommon to see an immediate reduction in symptoms.

You may be familiar with Kegel exercises used to strengthen pelvic floor muscles, but are you doing them correctly? It might surprise you to learn a significant number of women doing Kegels

are doing them incorrectly. Doing Kegel exercises sounds easy, but it's very nuanced. Proper training in how to tighten and relax those muscles is really important.

Targeted Treatment

Surprisingly, even pain or tightness in your hip or back can be a result of a pelvic floor issue presenting in another area. Physical therapy is a great starting place, and it only takes a handful of sessions to determine if PT can provide relief.

And don't let embarrassment keep you from seeking help. A lot of people struggle with pelvic concerns that can be treated. Sessions are private and confidential, and discussing the issue with someone who understands can make it feel more normal and natural. Remember: you aren't alone.

Pelvic floor issues can loom large when you have them, but the solution can be very simple. Physical therapy can set you on the right path to fully participating in life again.

–Emily Grosse, Physical Therapist at Stoughton Health

BROUGHT TO YOU BY:



end the day with a “clean slate, to help prevent that anxiety-inducing feeling of never-ending work.”

For people that need to become more flexible, having a small list of priorities can be helpful. Address priorities at the beginning of your day, so you tackle other unexpected tasks as they arise. That way, you’ll end your day feeling ahead — or at least on track — instead of behind, she says.

“It’s all about the feeling,” Wise says. “You need to feel good in order to get things done, and getting things done leads to good feelings. That’s the ball. You’ve got to keep it rolling.”

Ask yourself what feels good. For some, it’s doing the most important thing first. For others, it’s accomplishing small tasks. Or stepping away during the day to take a break.

It’s also important to create boundaries and understand how much time you actually have during the day, Wise says. If you know exactly where your time goes

and how you want to spend it, then you can start deciding what’s really important and what you may need to say “no” to.

WHY DO THESE TACTICS HELP WITH ANXIETY?

“Well, when you realize that all these things don’t matter as much as you say they did, and that you can say ‘no’ to some of them, then you’ve got less things, and that’s part of task anxiety,” Wise says.

You should also ask yourself why something makes you anxious, Wise says. Your body is trying to tell you something, and it could be a sign of your true underlying feelings — like fear of failure or that you’re on the wrong path.

For those that know someone with anxiety, Golden recommends listening to them, being patient and compassionate.

“Allow people to feel their feelings rather than tell them not to,” she says. “Let it out. Be angry. Be sad. Be whatever you need to be. If it’s disrupting your ability to function in your life, seek help.” ✨

OTHER RESOURCES



THE APPS

UW-Madison’s Center for Healthy Minds has an app

called Healthy Minds Program that can help you strengthen your emotional awareness and intelligence. **Free for Apple and Android devices.**

MyLife is an approachable app for busy people who want to try meditation and mindfulness exercises. Guided sessions take as little time as three minutes, with options for longer timeframes. What’s unique is that you can “check in” throughout the day on the app, tapping on emotions that you’re feeling at the moment. With those results, the app will offer you meditation and breathing exercise options on varying themes and time lengths that can help quell overwhelming emotions or calm your mind. **Free for Apple and Android devices. (Paid, upgraded subscription options also available.)**



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“You’re Welcome with Hilary

Rushford” runs the gamut of self-care topics, including emotional wellness. Rushford also has a goals journal called Elegant Excellence.



THE BOOK

“Don’t Feed the Monkey Mind:

How to Stop the Cycle of Anxiety, Fear, and Worry” by Jennifer Shannon uses a cognitive behavior therapy approach to help you catch anxious thoughts as they’re happening, accept them and confront them.

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GETTING TOP DOLLAR

How to ace a salary negotiation conversation.

BY MASON BRAASCH



Whether you're deciding what to eat with your partner or haggling over bedtime with your kids, negotiation plays an important role in everyday life. However, when it comes to negotiating salaries, many women shy away. In fact, a recent survey from Glassdoor revealed that women are 19% less likely to ask for a raise than men.

Negotiating your salary or asking for a raise may feel like a daunting task, but local experts offer advice on how you can walk away from the conversation feeling satisfied.

START THE CONVERSATION

Having the courage to initiate a negotiation can be one of the biggest roadblocks to achieving a raise in salary. Valerie Zaric, a futurist, career strategist and the host of The Family Money Podcast, says that the best way to start a negotiation is to stop overthinking it.

"I think that so many people overthink it ... all you really have to say is, 'is this salary flexible?' That's step one," Zaric says. "Even if you're shaking, and you're nervous and scared, if you just ask that question, you've done better than a lot of people."

In any negotiation, the worst thing that you can hear is no, and being prepared to hear it can subdue pre-negotiation jitters.

"Dare yourself to believe that you can, and be able to laugh about it if you don't get it," says Araceli Esparza, CEO and director of Midwest Mujeres, a business mentoring program for women.

DO YOUR RESEARCH

The best tool for a successful negotiation is evidence that you are deserving of what you are asking for. Heidi Duss, founder and chief consultant of Culturescape Consulting, says that entering the conversation ready to showcase what you bring to the company is key to a successful negotiation.

"The value that you bring to the organization should be laid out right in front of them," she says. "If there's data around the return on investment, obviously that is all positive and valuable information that's going to prove your case."

Duss suggests collecting this data over time in order to be prepared for future negotiations.

"My recommendation is that you're constantly documenting the value that you bring to an organization, so that when you do have those conversations, you can say 'this is why we're meeting, and this is why I think that I deserve a raise,'" Duss says.

It can be hard to put your value into words. Zaric suggests looking beyond company profit and showcasing other values that you bring to the company as well.

"Go into the negotiation knowing your value," she says. "You can expand on your unique background skills listed on your resume or explain how the work that you have done has saved your company time or money."

Negotiations don't happen overnight, and establishing yourself within the company, as well as nurturing relationships with your colleagues, are important in advocating for a better salary.

Esparza recommends planning for your "ask" at least three months ahead of time, so you can start gathering what you'd like to present, as well as continue to cultivate relationships with co-workers.

KNOW YOUR NUMBER

When entering a salary negotiation for a new job, it's a reality that many women feel like they're asking for too much, which often leaves them settling for a less-than-ideal salary number. As a general rule, Esparza suggests asking for 10-20% over your bottom dollar.

"If you don't ask for your high dollar first, you'll end up with a salary lower than your bottom dollar. It's better to start off with a higher number," she says.

Although conversations surrounding money can be awkward, Duss says that being direct about your needs and expectations is the best way to approach a negotiation.

"It's important going into an interview that you set those expectations very clearly upfront," Duss says. "A lot of people don't want to talk about salary when they first interview. However, a lot of times recruiters will ask."

GO IN WITH GRATITUDE

Zaric says that the biggest mistake women make in salary negotiations is coming in with the wrong mindset. Entering these tough conversations with a sense of gratitude can alleviate tension, and make the negotiation go smoother.

"Going into the negotiation knowing where the company is coming from is going to help you," she says. "Talk about how you would like to work together as a team [to achieve the company mission and goals], and come to it with a sense of gratitude and not aggression."

ASK FOR HELP

Practice makes perfect, and Esparza suggests practicing your negotiation pitch with anyone who will listen. Turning to your support system, such as your friends and family, to practice what you will say is a great way to build confidence going into the conversation.

"Practice and talk to the people around you," Esparza says. "Get them excited about this new development that you are going to embark on." 🌸

WOMEN WORKING IT

Interested in what Zaric, Duss and Esparza had to say? Check out their businesses, which focus on helping women in the workforce.



Valerie Zaric is the host of "The Family Money Podcast," a podcast dedicated to financial independence for families. The podcast is available on Spotify and Apple music, and also airs on 103.5 The Sun, a Sun Prairie radio station. valeriezaric.com



Heidi Duss is the founder and chief consultant of Culturescape Consulting, where she works with organizations to establish creative strategies for gender equity, LGBTQ+ inclusion and intersectional allyship. culturescapeconsulting.com



Araceli Esparza is the CEO and director of Midwest Mujeres, a mentoring program that supports Latinas and non-Latina women in improving communication skills, building their businesses and professional development. araceli.esparza.com/midwestmujeres

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THE PERKS AND QUIRKS OF CREDIT CARDS

Understanding your goals and spending habits will help guide you when choosing a new credit card.

BY EMILY MCCLUHAN



Cash back, miles, rewards, spending categories, the world of credit cards — and the perks that come with them — can seem endless, which makes choosing the right card a game of research and strategy.

REAP THE REWARDS

Jen Hanson, senior vice president of operations at Park Bank, says the best place to start exploring new credit cards is by estimating your monthly spending. Are most of your charges occurring at grocery stores, dining out or on travel? Knowing where your money goes can help guide you when looking at all of the reward options.

“Next, decide what your goals and drivers are for the type of card you’re choosing,” says Hanson. “Are you trying to earn miles towards a trip? Apply cash back to your statement balance? Use points with online retailers? Or just bank the rewards in your savings account? Knowing your goals before you start card shopping makes the process much easier.”

If earning cash back is a driver, Hanson says to be aware of the framework and requirements for maximizing the benefits. Some credit cards offer a flat percent cash back, while others have tiered categories, or a higher percentage cash back for categories that rotate each quarter.

“Many companies require you to activate those higher point categories and you may only have a certain amount of time to do that; if you don’t select them, you may be leaving money on the table,” she says.

Often cards with high reward levels, like automatic status with airlines and hotels, come with an annual fee. So, how do you know if it’s worth it? Hanson says to lean into the spending estimates you’ve done. If based on your spending you’ll earn enough rewards or cash back to cover the fee, go for it. Otherwise, the lower reward rate is likely a better option.

CAREFUL CONSIDERATIONS

Also, consider other less tangible features that may be important to you: “Tap to pay” options, ease of use in the company’s app or website for tracking spending, or security and fraud protection. One feature that Hanson says she’s seen a shift in over the last few years is how joint account holders are handled.

“A joint account holder gets the benefit of positive reporting into the credit bureaus for their own credit when the card is used responsibly,” says Hanson. “Many cards these days only offer authorized users, which means only the account holder gets those positive benefits. Be intentional about requesting joint status when adding others to your account.”

With so many options, Hanson suggests starting with a credit institution where you already have an account, especially if you’ve had the same type of card for a few years. There may be new products and perks available.

“And it may limit the impact to your credit score since your institution likely already has your credit information. The more often your credit report is pulled, the higher chance that your score is lowered, which can trickle down to other unintended consequences,” she says, noting higher interest rates and lower credit limits as examples.

Ultimately, finding the right credit card may take some homework, but the perks and a better understanding of your spending will likely pay off in the end. 🌸

Emily McCluhan is a Madison-based writer, runner, volunteer and dog mom. Her contributions to regional publications in Michigan, Montana and Wisconsin over the last 20 years provide an outlet for her insatiable curiosity and passion for telling the stories that open our eyes and connect to our everyday lives.

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Just as Beth is committed to her clients, she is also dedicated to the Madison community, currently serving on the board of directors for Second

Harvest Foodbank and Taliesin Preservation. She has also served as board chair for YWCA Madison and Tri 4 Schools. The entire Norman Fletchall Team is passionate about helping their clients thrive and community prosper.

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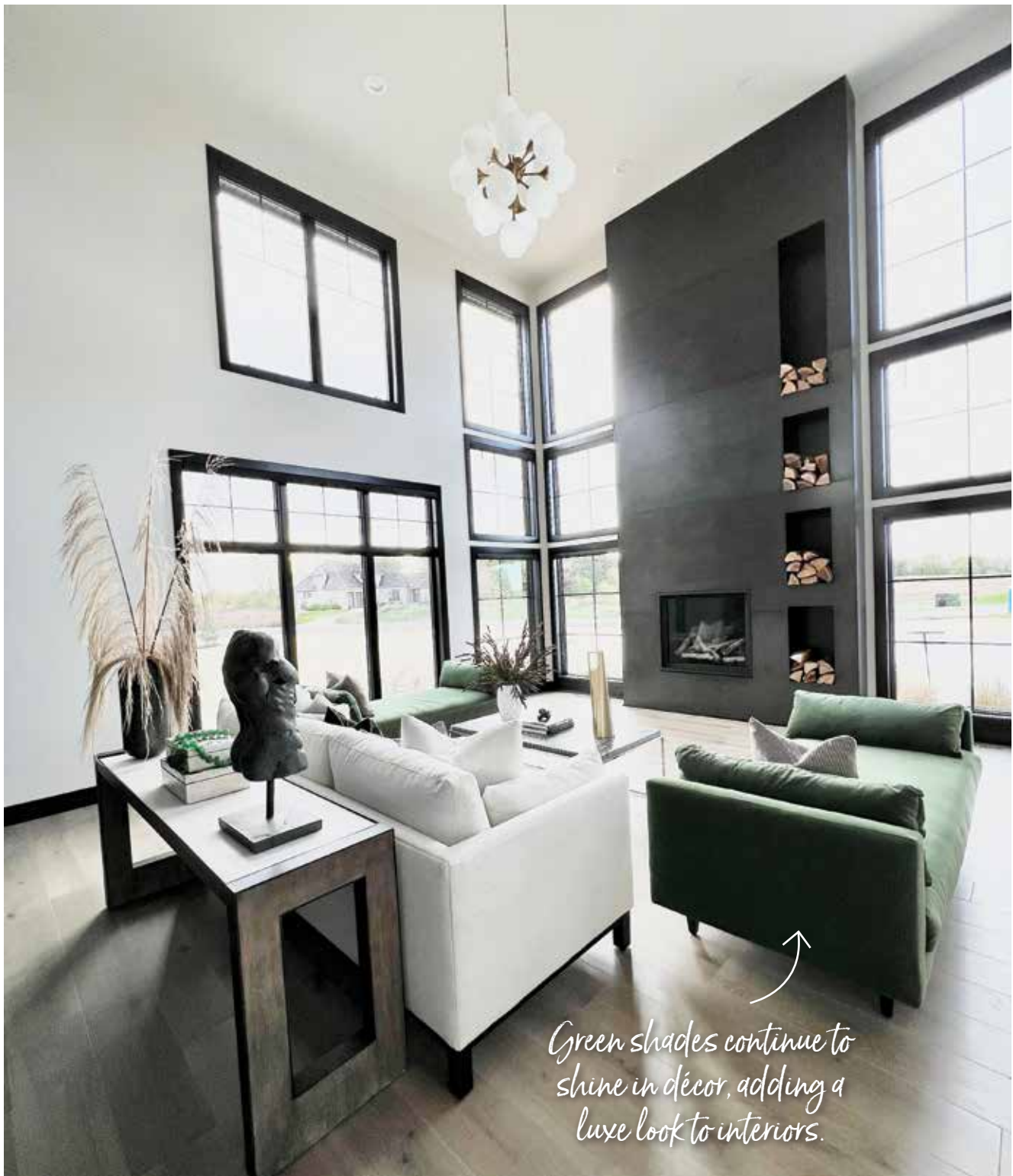


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THE COMFORT OF COLOR

Our homes express our sense of style. Here's what hues area interior designers say are trending if you want to give your interiors a refresh.

BY SHAYNA MACE



Green shades continue to shine in décor, adding a luxe look to interiors.



Amanda Van Wie

Principal designer and owner,
DesignWell Interiors

What color combinations do you love to use in interiors?

"I love a neutral background in all our designs. My go-to white for cabinets, trim and walls has been Sherwin-Williams Snowbound SW 7004. It is subdued and warm with the creamy yellow tint. Sherwin-Williams Pure White SW 7005 is also a [favorite] of mine for a true white."



What colors are trending in 2022?

"Everything has been so white for so long, [so] I think we can expect to see a lot of color creeping its way back in, in the form of earthy tones, especially varying tones of subdued greens and blues (yay!) and variations of terra-cotta and blush tones."



*All colors are Sherwin-Williams

"I am loving this color combination which we are currently pulling together in various ways for a new construction project."

Anastasiya Craig

Owner and designer, Pink House Designs

What color combinations do you love to use in interiors?

"I tend to gravitate toward bright, saturated colors that make a splash. Bright and bold pinks, magentas, blues, red or cyan against a contrasting black and white background with some metallics added to the mix. They are exciting, energizing and really activate the space!"



What colors do you feel are overused in interiors right now?

"I think many of us are ready to take a break from all of the mid-tone grays and taupes ... gray is still fine because of its practicality, but [it will likely] be less dominant, and we'll see more in graphite and charcoal."

"I used some of these colors ... for [the newest] Forage Kitchen in Middleton. They were used in combination with natural maple and various tiles in light taupe, graphite gray, ivory and white."

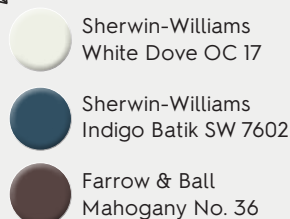


Alexandra Wood

Owner, Alexandra Wood Design

What color combinations do you love to use in interiors?

"I absolutely love blue and white! It is a classic and timeless color combination that will never go out of style. What's best is that blue is impossible to mess up when combined with white. I can't get enough of Benjamin Moore's White Dove OC 17. It's a versatile shade and it's my go-to color for walls, trim, cabinetry and other millwork. White Dove maintains enough warmth so that it is not too cool, yet it does not go too creamy or yellow."



What colors are trending in 2022?

"I've been noticing that a lot of brown has been popping up in textile lines, and I love when it is paired with blue and white. Adding a deep chocolate brown into the mix creates instant warmth in a space." 🌸



BRAUD CONVERSATIONS



SHANNA WOLF

EASE FUTURE STRESSORS WITH HOLISTIC FINANCIAL PLANNING

As owner and clinic director of Aneu Medical Spa Madison, and a wife and mother, Amie Neumaier keeps busy. She admits she didn't think much about financial planning until she connected with Joanna Burish, a financial advisor with Northwestern Mutual. Burish has been working with family businesses and in family financial planning for the last 22 years — the last six with Northwestern Mutual.

When Neumaier was diagnosed with breast cancer just a month after finalizing her holistic financial plan with Burish, she became even more grateful for their planning. The two recently reconnected to share how important it was that Neumaier's financial plan came to be, how grateful she is for having it and how important it is for everyone, no matter their age or point in life, to think about their own financial future.

Q Amie, you're a business owner, mother, wife, pursuing an MBA and you've expanded your business during COVID. How are you keeping all this straight?

A Just a lot of perseverance. I love projects, I love staying busy. This is my art. This is what fuels my passion.

Q What would you say your philosophy was about financial planning prior to our working together?

A I always thought there was tomorrow, and this was very low on the totem pole. We were young and healthy, and simply did not make time for this. Our financial planning prior was minimal at best. We had a very basic life insurance policy, a 401K, a Roth IRA, but it wasn't very well thought through.

There was really no analysis of what our debt-to-income ratio was, or what our long-term plan would be if there was a loss of mine or my spouse's income, or if one of us was injured and unable to work.

[It made us think about] retirement and what our quality of life would look like. You want to retire, but really executing how you're going to get to that point and get to a comfortable lifestyle, we really hadn't done [that]. We really had not thought about holistic financial planning like we should have.

Q I hear that often. Has your philosophy changed since we've started working together?

A Five hundred percent! My philosophy is now, tomorrow is never guaranteed and

“ Tomorrow is never a guarantee, but your actions today will definitely impact your future.
— Amie Neumaier **”**

today is the best time. It was only one month after we figured all this out ... that I was diagnosed with breast cancer.

As if receiving a breast cancer diagnosis was not hard enough, thinking about the stress of what your future could look like was overwhelming. It was a giant piece of comfort knowing I could at least have financial security for my spouse and my children, and I could focus on getting healthy again.

Q When you called and said that it was a gift that you could focus on your health, knowing your family was taken care of — it was one of the biggest gifts to me. What advice would you give someone who doesn't have a financial plan?

A Do it. Don't wait. We [dragged] our feet, and as long as it did take us to wrap things up, there's still more I wish we could do on the business insurance side of things.

The beauty of holistic financial planning is it makes you constructively think very deeply about all aspects of your finances that you don't normally think about. This process made it really transparent to think about how we're going to utilize our resources and finances to reach obtainable goals.

Tomorrow is never a guarantee, but your actions today will definitely impact your future. I'd advise anyone to work with Joanna Burish and get this done as soon as possible.

— Katy Macek

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THE REALITY OF REAL ESTATE

Here's what to know about the current home-buying market.

BY KATY MACEK



With an increased demand in housing and continued low inventory, the ultra-competitive housing market in Dane County, and across the country, seems likely to stick around.

Realtors Lindsay Koch of Realty Executives and Erica Wiley of MHB Real Estate expect the sellers' market to remain strong in 2022, though (hopefully) a little less hectic than the craziness of 2021.

Both saw buyers willing to offer more than the home's listed price — sometimes as much as \$100,000 over. It wasn't uncommon for one home to have 20 to 30 offers, and waiving inspections and/or appraisals became less outside the norm.

Koch doesn't think such "crazy, high numbers" will stick in 2022, but she thinks some trends will last longer.

"The weird thing is, asking price is now like the starting point," she says. "You're almost expected to come in over asking with your offer, and I think that's going to continue."

Koch says the median home price in Dane County is around \$350,000, and she thinks it could climb above \$400,000 in the next year.

"I don't think that'll be going backwards anytime soon, but I do think [prices will] start to level off in a couple years," she says.

That can make it intimidating for first-time homebuyers, especially those looking for affordable housing, says Kathryn Auerback, executive director of Movin' Out', an organization that helps people with disabilities find housing.

She says the housing market has disproportionately affected marginalized communities, such as people with disabilities and Black and brown folks.

"Median sales prices are about \$75,000 to \$100,000 more than what's considered affordable," she says. "There are systemic, historic factors in place that make homeownership even more challenging for the people we serve."

Interest rates are still very low, and though Wiley thinks they will eventually start rising, the market will remain strong.

Investing in a home can still be a smart choice, if you're patient and prepared. Read on for tips to navigate a housing market that's unlike anything experts have seen in recent memory.

START WITH RESEARCH

Kim Trainor, a senior loan officer with Prosperity Home Mortgage in Madison, says buyers should do everything they can up front to make the homebuying process as easy as possible.

While a 20% down payment is ideal, many first-time homebuyers can do as little as a 3% down payment (if they meet certain requirements), and even more programs are available depending on your credit score, income and the property's location, Trainor says. (Nerdwallet says the average home down payment in 2021 was 7%).

Many financial institutions offer homebuying seminars, and online homebuyer programs are also available. The Wisconsin Housing and Economic Development (wheda.com) offers more resources.

Movin' Out provides down-payment assistance programs for those who qualify for their programs, but Auerback says they provide housing information and referral services for free to anyone who contacts them.

BE CREATIVE, AND FLEXIBLE

High offers and waived inspections or appraisals may help offers stand out, but Koch urges clients to appeal to sellers without making risky decisions.

"There are ways to get creative, especially for first-time homebuyers to ... feel a little bit more comfortable," she says.

Auerback recommends being cautious and discussing decisions with your loved ones.

"Don't rush into a situation where you end up in a house that needs a lot of work you wouldn't be able to afford," she says.

Koch also advises her clients to be flexible about their dream home. List your must-haves, and things that are negotiable.

"It's about shifting your mindset," she says. "Maybe this is just step one; maybe this [home] isn't forever."

HAVE CLEAR GOALS AND PATIENCE

Regardless, Koch suggests thinking about your long-term goals when purchasing a home, including how it could impact other life decisions, such as marriage or kids.

And searching for the right property takes time. Koch had one client looking for six months, and Wiley had another looking for more than a year.

Auerback says Movin' Out's clients are taking longer, especially because they may have to work with lenders with specific requirements.

"A seller may prefer an offer that doesn't have steps required by our lenders," she says. "We still are helping families reach closing and purchase new homes, it's just taking longer to find something."

But, that doesn't mean it's impossible. For those who aren't willing to waive

inspections, have a set price point or want certain amenities, patience is key.

ENLIST YOUR A-TEAM

"Buying in general is a stressful process, but experience is super important in a competitive marketplace," Wiley says. "You want [a real estate agent] who's seen it all and knows what it takes, but can also protect your best interests."

The best agents can also provide education on navigating the market, contracts, industry jargon and more.

When looking at homes, Koch suggests bringing a team of loved ones.

"Sometimes [you have] less than 24 hours to decide if you want to buy a home, or, you can only see it once and then have to decide," she says. "Bring anyone and everyone that will make you really comfortable to pull the trigger." 🌸

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

10 STEPS TO BUYING A HOME

- 1. Prepare your finances.** Save for a down payment and improve or maintain your credit score.
- 2. Interview real estate agents** to find one you connect with.
- 3. Interview lenders.** Ask for recommendations from realtors, who are likely to have worked with several.
- 4. Get pre-approved** for financing through your lender to determine a down payment, purchase price point and any homebuyer programs you qualify for.
- 5. Start looking for homes** in your price range.
- 6. Make an offer.**
- 7. Work with your lender** to get a home appraisal and the title work ordered.
- 8. Set up homeowner's insurance.**
- 9. Sign your final paperwork** to close on your home.
- 10. Get the keys and move in!**



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10TH ANNIVERSARY SPECIAL

WOMEN TO WATCH

Ten years ago, BRAVA Magazine honored its first class of Women to Watch, and every year since, we have celebrated exemplary women who have chosen to lead with purpose. **In total, we've honored 207 Women to Watch!** All of these women have excelled in their fields, ranging from the arts to nonprofits to business, and founded programs and companies that benefit our community.

This year we fête 10 more women pushing for change, helping those in need and serving as role models for *all* of us. **We'll say it again: Women are amazing.**

BY MASON BRAASCH, KATY MACEK, EMILY MCCLUHAN,
SHELBY ROWE MOYER, JESSICA STEINHOFF,
CANDICE WAGENER AND HANNAH WENTE

PHOTOGRAPHY BY HILLARY SCHAVE

Shot on location at Lodgic Everyday Community

REBECKA CRANDALL

The Bearer of Truth

Mental health and addiction are two topics many people struggle to talk about, especially if they're struggling with either one.

As the coordinator of the Hope Project at ARC Community Services, Rebecka Crandall aims to change the narrative by sharing what works, drawing from her personal and professional experiences.

"We need to address it more as a medical, mental health emergency versus criminal behavior," she says. "The current systems we have are punishing people who are struggling with an addiction, who, in reality, are struggling with trauma."

Growing up, Crandall's mother struggled with mental health and alcohol addiction. Luckily, her family talked openly about mental health as a result. Crandall herself was diagnosed with depression at age 9, but medications and talk therapy didn't seem to help. By age 15, she was labeled by the Western medical world as "treatment resistant."

In the ensuing years, Crandall continued to have major depressive episodes, suicidal thoughts and self-harming habits. She started researching psychedelic medicine and traveled to Peru (where some psychedelics are legal and commonly used as therapy) to take part in a guided retreat where she participated in alternative healing activities. Since then, she has successfully worked on living with her mental illness.

"My depression is something I can carry with me now," she says.

Her own experiences have informed how the 28-year-old builds the Hope Project at ARC Community Services. Her focus is not on "curing" people, but instead humanizing drug treatment and mental health services outside of typical approaches.

The Hope Project is a harm reduction program for women dealing with opioid, heroin and stimulant addiction. It's a holistic, client-centered approach with no discharge dates and no punishment for continuing to use a substance. Crandall says the abstinence model of recovery doesn't always work for those struggling with addiction, so the program allows clients to focus on what they think will foster their own health, without the requirements, shaming or expectations present in typical addiction programs.



"This is everything I think a treatment program should be," Crandall says. "We're focused on wellness and finding traditional healing services."

In 2022, she hopes to offer Hope Project participants free, trauma-based yoga through a partnership with Madison-based YAFA: Yoga Accessible for All. Her many groundbreaking offerings, built alongside women in recovery, are making waves in the field.

Crandall is also working on a project called Healing Circles that will offer talks and workshops to the public to increase grief and death awareness in the community. As a certified grief support specialist, she hopes to help participants cope with death, the loss of a relationship, major life changes and our own mortality.

Because of all of her work, Crandall's nominator, Jessica Rippenburg, describes her as a superhero.

"She has this ability to see beyond her client's addiction and into their pure essence, potential and unique gifts," Rippenburg says. "Her system of inquiry and witnessing each woman as an individual allows her to help them see and reconnect with that valuable, loved and empowered woman inside themselves."

—Hannah Wente

MADELEINE NIEBAUER

The Work-Life Champion

Madeleine Niebauer embraced remote work and flexible schedules well before those terms became part of our vernacular. Niebauer was a trailblazer in 2016 when she founded vChief, a startup providing flexible, on-demand talent for the chief of staff role. Today, vChief is one of Inc.'s 5000 fastest-growing private companies in America and is on course to double their team members from 15 to 30 and consultants from 100 to 200 in 2022.

Many associate the chief of staff role with politics, but much of vChief's client roster is composed primarily of startups and education and social-good organizations. Niebauer's own experiences working as a chief of staff for Teach for America were the impetus that led her to wonder about shifting perceptions and making the role more customizable.

Through vChief, companies can enlist exactly the kind of support they need. Whether that's a thought partner, an analytics genius or someone to carry out a one-off project, ranging from full-time to a few hours a week, Niebauer and her team will find the right fit from their growing list of consultants. Flexible opportunities have been the key to vChief's success.

"It's just a reflection of the future of work," says Niebauer. "I think 'The Great Resignation' is less about everybody quitting and not doing work and it's more about people aligning work with their values and with their lives ... I don't think that's going away."

She doesn't just talk the talk, either. Before travel restrictions were a consideration, her family of five took extended-stay, worldschooling adventures to South America and Southeast Asia while Niebauer was working 10-20 hours a week building vChief. If all goes according to plan, the Niebauer family will be exploring Egypt and Tanzania in January 2022.

"One of the first things to elevate throughout her journey of creating vChief has been leadership," says Jackie Sergi, Niebauer's executive coach since 2016. "It was such a beautiful shift for her to step into the light and actually thrive in it. She's growing an organization as a working woman and a parent and as a founder who's setting culture. She's advising so many organizations. She's stepping up to the plate and doing so with kindness and authenticity."

vChief is giving back, too. Niebauer recently launched a pro bono program supporting leaders of nonprofits or social enterprises with an annual budget under \$500,000 that offers six months of chief of staff service for up to 10 hours per week to four organizations annually.

Now that she's building a dedicated team at vChief, she's very intentionally creating flexible work opportunities for her employees, including a remote work environment, four-day work week, part-time hours for those who seek them, a work-from-home stipend and unlimited vacation time. After five years of service, team members receive a five-week paid sabbatical, plus \$5,000 spending money.

"She is absolutely motivated by people and purpose, and she will actively identify ways to build thoughtful relationships," says Sergi. "She pours into everyone else."

— Candice Wagener



MYRA MCNAIR

Diversifying Mental Health Resources

We've come a long way in our perceptions of mental health, but pervading stigma still exists. For the Black, Indigenous and People of Color (BIPOC) population, extra layers are piled on in the form of cultural and language barriers, mistrust due to past racial trauma and the inability to find a provider who looks like them.

Wanting to change this narrative, Myra McNair founded Anesis Therapy as a sole practitioner in 2016, and she's been working tirelessly since to provide the BIPOC population with mental health services they feel comfortable with and diversifying the therapist spectrum with a staff that is multilingual and multicultural.

"I've worked at places that said we cannot find people of color to do certain roles," says McNair. "That's not true. Madison has Black and brown leaders, and if we're dedicated to diversity, we have to be willing to see leaders that we already have and also recruit new ones to our city."

Friend and former colleague Barbara Simpson says, "Myra is a visionary. She has a heart for her community and she is dedicated to elevating the quality of life both for those seeking services as well as for those rendering services."

McNair understood early on the impact of lifting others up by watching her mother run a nonprofit providing transitional housing and support to homeless youth. Before opening Anesis, McNair provided premarital counseling alongside her husband, a minister at a local church. Witnessing how many mental health issues were "swept under the rug" motivated her to launch Anesis.

"If you have a mental health issue, you either just pray it away, don't deal with it, don't look at it or you're 'crazy' if something is wrong," says McNair. "I think a lot of communities can relate to that, but I think there's just another layer within the Black community of unspoken rules of not getting help."

Celebrating its sixth anniversary, the need for what Anesis offers has become increasingly apparent. With nearly 50 therapists and upwards of 1,500 clients served, the practice has expanded enough that McNair purchased her own commercial building with plans to move into the space in January 2022. They'll continue to offer a free, drop-in clinic at Mt. Zion

Church on Tuesdays from 10 a.m. to 2 p.m., with the goal of eventually adding more hours.

McNair is also looking forward to Anesis bringing on its first BIPOC resident from the UW Psychiatry Department, which was the result of persistence and hard work. Having a BIPOC resident able to prescribe medication is significant, considering the general prescriber shortage and a glaringly low number of BIPOC prescribers in the Madison area. (There is an even deeper stigma and mistrust around medication for BIPOC individuals, says McNair.)

Additionally, Anesis sets itself apart by functioning like a community clinic from a client aspect (clients come from all different socioeconomic backgrounds), but runs like a private practice for the clinicians, offering competitive wages, valuable training and mutual respect.

"Collaboration is such an important part of Anesis and how we run," says McNair. "If staff aren't valued and they're not cared for, then our clients aren't [either]."

— Candice Wagener



KIMBERLY ANDERSON

A New Approach to Education

Kimberly Anderson hated being in the classroom and almost didn't graduate high school.

If it wasn't for the guidance of two of her high school teachers, she wouldn't have gone on to college, and she certainly wouldn't be in the midst of earning a doctorate from UW-Madison in educational leadership and policy administration.

Her 20-plus years in education — working in a traditional school building and for online platforms — has led Anderson to her most recent venture: Creating a school for kids who are floundering in the current education system. In 2022, she plans to launch Ignite Academy, a grade six through 12 charter school designed specifically for students who have had multiple discipline issues at school and need a learning environment with more resources.

A typical school serves hundreds, if not thousands, of students, so it makes sense that classrooms need to be regimented, Anderson says. Schools need to function by kids and staff following the rules. Instead of grading solely on knowing the material, students' grades are also dependent on turning assignments in on time. However, that system doesn't work for everyone, especially kids that have experienced trauma, she says.

"Kids who march to the beat of their own drum — whether it's personal or something is going on with their family or they just like swimming upstream — aren't as successful, because they don't follow the rules in a traditional system," Anderson says. "There becomes a need for choices and options."

Anderson's vision for Ignite is a classroom environment with a virtual curriculum (so students can access their schoolwork anywhere) and pupils create their own learning projects. Instead of having specific classes — like freshman English or junior level biology — the goal will be ensuring kids are achieving the learning competencies required by the state. For example, if a student wanted to organize a rally, competencies can be fulfilled by building in social studies research and writing components.

What will make this school truly unique, though, are the additional supports, Anderson says. Only 150 or so kids will be enrolled at a time, and support staff will ensure that each student's mental health and basic needs are being fulfilled. Services for parents will also be available.

Currently, Anderson is working on getting the school accredited by UW-Madison, and the next

step is securing additional funding from grants and federal programs (the rest will come from tax dollars). A potential partnership with Mentoring Positives — a local organization that works with at-risk youth — could result in a shared building with wraparound supports all on one campus, which could happen a couple of years down the road. Regardless of how the real estate will shake out, Anderson wants Ignite Academy and Mentoring Positives to have some kind of partnership.

Even though there's much that still needs to be done, Anderson doesn't want to wait another year to open the school. So many students are already falling through the cracks, she says.

"I live by the mantra, 'When you know better, you do better,' And I know what's not working," she says. "I don't see myself as the one person on this earth that can drive this bus. I see myself as the person who looked around and thought: This bus isn't being driven by anyone. Let's make a bus and see what we can do with it."

—Shelby Rowe Moyer



KAT CASEY

Using the Healing Power of Yoga

It's not uncommon in the Western world for yoga to have been filtered down into a vehicle focused on fitness, says Kat Casey, owner of Mala Yoga. But the origins of the practice are truly a lifestyle that's centered around mindfulness and community.

The word yoga, in Sanskrit, means "to unite." And *Seva*—a Sanskrit term that translates to selfless service—is a core yogic tenant. So, when Casey opened Mala Yoga Center (formerly called Monona Yoga) in 2016, after careers in paralegal services and special education teaching, her mission was to offer a space where all people, regardless of ability, could heal and come together as a community.

From the beginning, Mala Yoga has partnered with other nonprofits and organizations to offer membership-free,

trauma-sensitive classes for military members and veterans, as well as guided yoga sessions for people in addiction recovery.

Most recently, Casey began thinking about how Mala could draw more people in, so she started working with an equity and inclusion specialist to revamp the website and introduce Mala's new Allyship Fund scholarship. The scholarship provides free membership to people within the BIPOC, LGBTQ+ and differently-abled communities to lessen the barriers that might prevent people from practicing yoga. Casey also aims to hire at least three BIPOC yoga teachers in 2022, noting that teacher representation and visibility is a key part of making yoga more inclusive and approachable.

She's also pursuing training with the Trini Foundation, which works with treatment centers, recovery programs and yoga studios to offer yoga classes to those in early recovery.

"Yoga is meant to be for all," Casey says. "It can, in the Western world, very easily become an exclusive practice where it's just a bunch of rich, white people. ... We want to hold space for everyone—for all people to come in here and be their authentic selves."

As 2022 unfolds, Casey plans to develop yoga retreats that include a mental health focus. She's also working with a few collaborators to create a yoga teacher training program that will center within a social justice framework and will honor and respect the traditions and culture of yoga. This desire stems, in part, from Casey's month-long trip to Mysuru, India in 2010 to study yoga with her cousin. It was a transformative experience, she says, learning the most traditional practice directly from the country where it began.

"Yoga is so much more than just doing poses," she says. "We're all born with an inner light. As we grow older and go into the world, we have experiences, and we build layers and layers and layers upon ourselves to protect ourselves from the world and others. Yoga peels those layers away to reveal your inner light. It returns you to the source of who you are. You're immersed in the present moment because of the practice."

Casey wants to hold space for anyone and everyone to grow and heal. Though she's already made an impact, time to reflect during the pandemic has opened her eyes to new ways she can unite and serve the greater community.

—Shelby Rowe Moyer



ERIN FABRIZIUS

Lobbying for Good

As a farm girl growing up in Poynette, Wis., Erin Fabrizius never imagined she would be a lobbyist, educating Wisconsin nonprofit groups on unlocking their potential through policy and legislation.

But after graduating with degrees in strategic communications and political science from UW-Madison in 2010, Fabrizius landed a role with Blumenfeld & Associates, a lobbying firm in Madison.

“Lobbyists often get a bad rap, and I never really considered it as a career. I thought I might go to law school,” she says. “But as I started learning about lobbying, I began questioning why I would work within the confines of the law if I could instead help change the laws for the better.”

Recently, she helped one of her clients, Special Olympics Wisconsin, educate its members on how to self-advocate with their state legislators. And in 2022, she’s excited to continue representing Vision Forward to push a bill that would create a registry of children in the state who are blind or visually impaired, so that Vision Forward can connect parents of those children with the services they need.

When the pandemic began in March 2020, Fabrizius expanded her advocacy work by signing on as an executive administrator with TEMPO Madison (which is a client of Blumenfeld & Associates), an invite-only group that connects women leaders with diverse backgrounds and experience to support, advise and learn from each other.

Shana Lewis, a local attorney and co-chair of TEMPO’s Project REACH (and a BRAVA 2016 Woman to Watch), says that Fabrizius is someone who recognizes that women can be each other’s best advocates and was perfect for the role.

“Project REACH is our initiative to increase the number of women on corporate and business boards,” says Lewis. “Like me, Erin was surprised to learn that of the approximately 225 women who are members of TEMPO Madison, very few had been invited to serve on a corporate or business board. Erin recognized that, as an organization, we could help educate our members about the process of securing such seats.”

Over the last year, Fabrizius organized workshops to help TEMPO members create board bios and profiles and started a database of those bios. In 2022, she’ll work to make the public aware of Project REACH and the growing database of qualified women to help increase the diversity of company boards across Madison.

Also on her list for 2022 is a TEMPO-created podcast,



featuring interviews with women leaders in Madison.

On the lobbying side, she’ll also continue work with the Wisconsin Radiological Society to push legislation to cap co-pays for supplemental breast screenings, like an MRI or ultrasound, for women at higher risk for breast cancer.

When she’s not at the Capitol helping her clients advocate and argue their cases, she finds ways to lend her 10 years of expertise to other nonprofit groups through volunteering. Whether it’s serving on the board for NewBridge Madison, a group that provides services for older adults, or presenting at the Wisconsin Women’s Network about how to testify at state legislative public hearings, Fabrizius hopes to continue to tie together her passion for advocacy and helping others.

— Emily McCluhan

CAREY ZAWLOCKI

The Compassionate Creative

When it comes to turning lemons into lemonade, art is a transformative ingredient for better mental health. Carey Zawlocki helps kids cultivate mental and emotional wellness at Monroe Street Arts Center (MSAC), which offers visual art and music instruction.

Zawlocki, MSAC's director since 2020, makes this kind of lemonade by the gallon. It was a crucial part of her high school years, when she developed alopecia universalis, a medical condition that makes her hair fall out. Art class became her sanctuary as she found ways to cope.

"My art teacher was the person I could go to when I needed an escape during a hard day. Her room was my safe space," Zawlocki recalls. "I learned how to be resilient, compassionate and strong — and ultimately how to use creativity for processing difficult moments."

This experience inspired Zawlocki to earn degrees in photography and arts education. While she loved art for art's sake, she also knew its power to heal. As an art teacher in Chicago Public Schools, she partnered with speech and occupational therapists to help students use creativity to face life's obstacles.

Informed by these partnerships, Zawlocki has big plans to make MSAC even more inclusive. In 2022, she'll introduce visual-art programs featuring an occupational therapist from Aspire Therapy & Development Services who will help kids with developmental delays, autism spectrum disorder and other challenges work toward therapeutic goals, like devising and executing a multi-step plan. Zawlocki's team is also developing music classes where neurodiverse and neurotypical children can socialize and communicate with support from their caregivers and an Aspire speech-language pathologist.

Her commitment to wellness and a collaborative spirit touch every corner of MSAC. One of her proudest achievements is helping kids find common ground, a skill they can use throughout their lives.

"We have an amazing group of kids with very diverse backgrounds and interests. Through our classes and camps, they express their individuality while finding a common thread that connects them," says Zawlocki.

That common thread takes many shapes. For some kids, it's making manga about their lives. For others, it's learning to play the guitar with a local musician. For many, it's a desire to explore a range of creative outlets, from sculpture to yoga to ukulele jam sessions.

Collaboration has helped the center survive the COVID-19 pandemic, too. Bighearted locals often donate supplies such as paints, markers and beads. When

lockdowns started placing extra demands on parents, staff began creating kits filled with materials for at-home art projects. A video tutorial guides young makers through every activity, and then they're encouraged to share their creations with classmates, grandparents and others on Instagram and Facebook. Each kit has a theme (gratitude, for example), and a portion of the proceeds go to other community organizations in need (Second Harvest Foodbank, among others).

"Engaging with the community and supporting local nonprofits is a big part of what we do," Zawlocki says. "Collaboration is where a lot of creativity is born, and we can learn so much from each other."

— Jessica Steinhoff



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BRANDIE DE LA ROSA

Transforming Trauma in the Workplace

Years ago, Brandie de la Rosa was a victim of domestic violence. It impacted every facet of her life, including at work, where she couldn't find the support she needed.

So, she's founded a company to be that support for others.

"I became what I didn't have and needed at the time," de la Rosa says.

To fill this much-needed gap in support, she co-created Purple Evolution, a mobile app that provides help for domestic violence victims at the push of a button, and then went on to found E3 Inspire, an organization that works with companies to create trauma-informed policies and practices in their workplaces.

The Centers for Disease Control and Prevention estimates intimate partner violence affects about one in four women and nearly one in 10 men.

Those numbers are not only personally devastating but also have economic consequences. Between medical costs, court cases, lost productivity and other issues, the CDC estimates current economic costs of intimate partner violence at about \$3.6 trillion.

De la Rosa shares similar statistics with companies interested in working with E3 Inspire: It's estimated that employers lose about \$8.3 billion in costs per year related to domestic violence — a combination of lost productivity and higher overall medical costs.

"Employers don't realize that," de la Rosa says. "By educating their entire staff on what to look for [in domestic violence situations], how to support that, it makes employees comfortable to bring it up and leads to solutions."

E3 stands for educate, empower and engage, all of which are needed to successfully incorporate trauma-informed practices. It's not just handing an employee a brochure and giving them an Employee Assistance Program number to call.

"It's having a full-scale approach," she says. That could include adjusting hours, providing a safety escort or offering domestic violence case management as a benefit to employees (a service offered by E3 Inspire).

Jessica Cavazos, CEO of the Latino Chamber of Commerce and a 2021 BRAVA Woman to Watch, was de la Rosa's first friend in the city. De la Rosa also sits on the chamber's board of directors. A survivor of domestic violence herself, Cavazos is continually impressed with de la Rosa's passion and business plans.



"She's thought it through based on her experience," Cavazos says. "She's solutions-driven, because she's lived the problem."

De la Rosa has big goals for her company in 2022, including acquiring real estate to start a transitional housing program for domestic abuse survivors. She's also hoping to start a seed foundation arm of E3 Inspire that will provide funding and resources for survivors to start their own businesses.

"I know some of the red tape, because I've gone through it," she says. "If I'm able to financially support them, help them get a plan and coaching, now they're inspired — and they can create something that really gives back to their communities."

Cavazos would expect nothing less. She thinks E3 Inspire is a physical manifestation of de la Rosa's passion for uplifting others.

"As women, we're supposed to care for our own, invest in our ecosystem and help women become better versions of themselves," Cavazos says. "Brandie does that every day."

It may take time to implement, but de la Rosa's vision is crystal clear. She knows E3 Inspire is vital to the workforce, and she's going to get it there.

"The same way you go to a company and expect regular healthcare insurance," de la Rosa says, "I expect E3 to become a standard part of companies."

— Katy Macek

CAITLIN MCGAHAN

Making Change at the Micro Level

Caitlin McGahan says her career and volunteer work thus far has been like stitching together a quilt — still a work in progress — but piece by piece, it's becoming more clear what her purpose is.

She started her career at M&I Bank (now BMO Harris) before taking a position at Shopbop, the e-commerce retailer founded in Madison and acquired by Amazon in 2006. There, she enjoyed learning and talking about fashion all day — but she realized her passion for advocating for others had started to outweigh her love of fashion.

In 2013, with little knowledge of the justice system or human services, she jumped into a role as a Dane County Jail clerk and observed the social and judicial disparities of the people who came through its doors.

Now, she's a representative payee with the Department of Human Services (DHS), helping clients diagnosed with mental illness or drug abuse problems to manage their state and federal benefits, find housing, manage medications and handle day-to-day needs.

When she began at DHS, she started taking classes in topics such as sexual assault advocacy programs and restraining orders for domestic violence. In 2020, she also began working toward her master's in social work at UW-Madison. Not only will this training help in her DHS role, but it will inform her duties as executive minister (a volunteer position) at Sherman Church on Madison's north side.

Her face lights up when she talks about the programs she leads at Sherman Church, like connecting people with housing services, organizing community conversations and educational programs for children.

Carol Hermansen, a fellow volunteer and member of Sherman Church, says that McGahan's strength is finding projects and issues that are relevant to the community and neighborhood.

"She is always quick to find a need and quick to respond. A great example of this is the small local food pantry that she put together to keep food on the tables of families on the north side during the pandemic," Hermansen explains.

In October 2021, McGahan organized a popup, secondhand clothing boutique for survivors of domestic abuse through Sherman Church. She wanted to create a safe space for survivors to share their stories at the boutique and find gently-used and new clothing for job interviews and other occasions for those who may have had to leave a situation with little to no belongings. She's planning on hosting another popup in April 2022 with a focus on sexual assault awareness. Moving forward, she hopes to continue hosting both of these boutiques twice per year.

"I'm a survivor myself, and it's such a relief when you realize you're not the only one. I wanted to be there for others ... and help them know it's not their fault," McGahan says.

She is also on the board of directors for the Wisconsin Coalition Against Sexual Assault and pushes to bring in more women of color for their committees and projects.

"After we share our experiences together, women of color have to go live in a world of barriers, especially when it comes to reporting sexual or domestic abuse, whether it's generational trauma, judicial trauma or even medical disparities," she says. "I want to support these women, but I also want to help remove some of these barriers by giving them a voice to share their stories."

McGahan sees the impact of systemic racism and social injustice every day in her job and in her volunteer work, and admits it can be overwhelming trying to figure out how to tackle change. But lucky for Madison, she's already been able to influence change on a micro scale in her own community.

That continues in her 2022 plans, which involve organizing writing workshops for children at Northport Community Learning Center and shining a light on diverse voices as co-lead of Urban Spoken Word poetry collective. And, hearkening back to her retail career, she has plans to hopefully launch a plus-size clothing line in 2022.

"As I've gotten older, I've come to realize the importance of asking, why not? Why not me? Why not this opportunity? And I share that powerful and worthy question with everyone that I can."

— Emily McCluhan



IVA UGRICIC

Music That Matters

The first time that Iva Ugricic heard the flute, her world changed. Growing up in war-torn Serbia, she says the airy, delicate sounds of the instrument “transported her to another universe.” Now, Ugricic is using her passion for music and her experiences in the field to be an advocate for other female musicians and creatives.

After receiving a bachelor’s and master’s degrees from the University of Belgrade Music Academy, and earning an additional master’s at a school in Paris, Ugricic was awarded the Paul Collins Distinguished Graduate Fellowship at UW-Madison’s School of Music in 2014.

It was here, in 2017, that she started LunART, an annual festival dedicated to promoting the creativity of women artists.

“The idea behind LunART is to create this network for women where they can collaborate and express their voices,” Ugricic says. “[It’s] a platform where they [are] celebrated.”

Throughout her education and musical career, Ugricic encountered many barriers to success, including sexism, abuse and manipulation from male performers and professors. Founding LunART is one way of fighting back.

“When I was young I had to go through that, and I can only imagine what generations before me had to go through,” she

says. “I just wanted to make sure that we have this platform for generations to come and to fight this inequality.”

LunART will host its fourth annual festival this spring, showcasing over 50 women from around the country. Also, Ugricic’s newly-founded chamber music collective — a core group of performers who will travel and spread LunART’s mission — will be producing a full-length album later this year, and it will be available on streaming platforms.

In addition to heading up LunART, Ugricic is also the board liaison at the Overture Center for the Arts, the artistic director for the Rural Musicians Forum, and a freelance musician, with her debut solo album coming later this year. With all the hats she wears, Ugricic is working to add two more: blogger and podcaster. Together, with her husband, Ugricic plans to start a blog and podcast to help musicians navigate finances and entrepreneurship.

“We know how hard it is for artists, so if we can create shortcuts for them and help them start thinking about that and transform their lives through that, that will be amazing” she says.

With a pivotal year ahead, Ugricic continues to stay motivated by the inspiring people who surround her. Whether it be championing an empowering festival, recording her own debut solo album or helping others in her field, Ugricic’s accomplishments are rooted in her ongoing love and passion for music.

“It’s my biggest accomplishment,” she says. “I managed to stay in the industry that I am really passionate about, and that has been the love of my life.”

— Mason Braasch 🌸



Women to Watch: 10 Years Later

BY SHAYNA MACE



Michelle Kullmann Back in 2011, Michelle Kullmann, who was BRAVA's publisher at the time, and the team at BRAVA Magazine first dreamed up the idea of Women to Watch (W2W). In January 2012, BRAVA kicked off its first-ever Women to Watch awards, honoring 23 Madison-area women.

"Women often don't pat themselves on the back, for fear it's too boastful or seems too vain. They also tend to quietly share the full story of their involvement and interests," says Kullmann. "I wanted to create a recognition of women celebrating women, acknowledging their successes and accomplishments, skills, expertise, brilliance and to do so in a very public, very loud and clear way."

We talked to Kullmann and Kate Bast, who was BRAVA's editor-in-chief from 2013-2018, about their reflections on the 10th anniversary of Women to Watch.

What was your vision when you dreamed up Women to Watch, and who were the women you wanted to feature?

Michelle Kullmann: We created this annual award and feature sharing these notable women's stories, and a festive public event to acknowledge them. We wanted the award to be forward-thinking in the sense that many women are or already have made great contributions in their industries, endeavors and the community — and were on the cusp of more. We wanted to know who had big things on the horizon for the year ahead.

Kate Bast: We wanted to also celebrate a W2W for her success, but also for who she is as a person and how else she contributes to and shows up in our

community — the depth and breadth of investment. These women are powerhouses and gifts to our community — how lucky we are to live in the community in which they do their work.

From the outset, were the women always nominated by friends, colleagues, family and community members?

MK: Correct, we didn't allow self-nominations. We wanted this to be a notable and noteworthy award, which required our official nomination papers be filled out and submitted by anyone in the community to start the lengthy consideration and selection process.

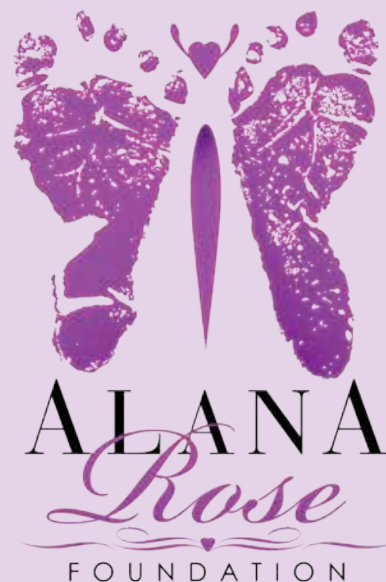
Describe the feeling at the Women to Watch events you hosted.

MK: ... One year that particularly stood out [was] when Sabrina Madison was honored as a Woman to Watch along with many other amazing women, and she performed a spoken-word piece she wrote for the event. The energy in the room the entire evening made it feel like the roof of the building was going to blow off!

KB: The energy behind each and every W2W event was incredible, and contagious. Gather a bunch of dynamic women to celebrate each other — and yes, themselves — and wow! Each year I left the awards celebration feeling the pulse of possibility — what lay ahead for each woman, and for our community and, in many cases, the world, because she was making great things happen.



Kate Bast



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2012

JULIA ARATA-FRATTA



What she was doing

then: As the president of the board of directors for the Latino Chamber of Commerce, Arata-Fratta was working to bolster new and existing Latin-run businesses.

What she's up to now: In 2015, Arata-Fratta left the Latino Chamber and was elected to the Fitchburg City Council, where she is currently serving her fourth term as District 2 alder. In 2020, she became president of the council. (Her day job is with Wegner CPAs.) She is also the board treasurer for the Overture Foundation and the Madison Region Economic Partnership.

What are you most proud of? "I am very proud of being the first Latina to be elected in the City of Fitchburg and of my public service commitment to Fitchburg residents," says Arata-Fratta.

FRANCES HUNTLEY-COOPER

What she was doing then: Huntley-Cooper was the first African American board chair of Madison College and was a political trailblazer before that, serving as the first (and still only) Black mayor in Wisconsin's history with the City of Fitchburg from 1991 to 1993.

What's she up to now: She continues to serve as a board member at Madison College, and in November 2021, a proposal was put forth to rename Fitchburg City Hall to the Frances Huntley-Cooper Municipal Building. Stay tuned.

2013

LILADA GEE

What she was doing then: Gee was recognized for founding Lilada's Livingroom, a healing organization for girls and women who are sexual abuse survivors.

What she's up to now: Gee, who is a sexual abuse survivor herself, also founded Black Women Heal, a Madison-based nonprofit that creates a safe place for Black girls. In 2020, she launched the "Defending Black Girlhood" podcast where she discusses her advocacy for Black girls. And, she's a prolific artist in the area — many of her works popped up in the murals downtown on State Street in 2020, and she continues to sell her artwork.



CHARLENE MOUILLE

What she was doing then: As district director of Junior Achievement of Wisconsin for Dane and Rock counties, Mouille worked on increasing financial literacy in young people.

What she's up to now: In 2014, she joined the United Way of Wisconsin and 211 Wisconsin as its executive director. Mouille says she partners with the state's 40 local United Ways that work in the areas of improving education, financial stability and health outcomes across the state.

What W2W meant to her: "There are a tremendous number of women that I admire and strive to emulate in the Madison area. It was an honor to be recognized and I feel it helped me to gain confidence in a fairly new leadership position," says Mouille.



2014

CARLA PUGH

What she was doing

then: Two years into her career with the University of Wisconsin Hospital and Clinics, Pugh was a surgeon, vice chairman of education and patient safety and clinical director of the simulation program at UW Health.

What she's up to now: In 2018, Pugh joined her Ph.D. alma mater, Stanford University, as its professor of surgery and director of the Technology Enabled Clinical Improvement Center. Her overarching goal is using technology to change and improve medical and surgery education. More than 200 medical and nursing schools use her patented sensor enabled training tools, and she has received numerous awards and recognition for her innovative work.



2015

NASRA WEHELIE

What she was doing then: Wehelie founded Muslim Youth for Madison, a group that brought together adolescents for recreational, spiritual, educational and charitable activities.

What she's up to now: In 2020, Wehelie started Empathy 4 Equity, LLC, a company that helps businesses build a culture of empathy for "organizational excellence through a structured social change process," she says. Since fall 2020, she's served as the District 7 alder for the City of Madison.



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— Sandy Botcher

2016

CORINDA
RAINEY-
MOORE**What was she doing then:**

Rainey-Moore was honored for her work as outreach and engagement coordinator with the Wisconsin Council on Children and Families. Her list of contributions to the Madison community have been vast, serving in other leadership positions.

What she's up to now: As UnityPoint Health-Meriter's community engagement manager, she focuses on external engagement and community health needs. She also launched a girls leadership program called Queens Leadership Academy. The initiative works with high school girls, teaching them leadership development skills, with the goal of them mentoring their younger peers in middle school. In 2019, she was awarded the MLK Humanitarian Award from Gov. Evers.

What W2W meant to her: "It meant that I was being recognized among some amazing women doing amazing work. It was both an honor and a privilege to be able to do the work that is needed in the community with folks that need it the most," says Rainey-Moore.

MARILYN RUFFIN

What was she doing then: After a 20-plus year career in electrical engineering, Ruffin was elected to the Sun Prairie Schools' Board of Education (and the first person of color to serve on the board).

What she's up to now: Ruffin joined One City Schools, a Madison-based charter school, in 2017 as its vice president of family and community initiatives. Within this role, she spearheads school programs and develops partnerships, among many other things.

What W2W meant to her: "At the time,



I was just honored to be amongst other powerful women. I vowed to myself then that I will step up more, get out of my comfort zone and make a bigger impact in my community and across Wisconsin," says Ruffin.

2017

WENONA WOLF

What she was doing then:

Communications and development manager for the Wisconsin Council for Children and Families, as well as serving on the boards of various local organizations.

What she's up to now: Wolf is Gov. Tony Evers' deputy director of external affairs, continuing her work in championing inclusion and community-building. In 2017, she was recognized as a "Native American 40 Under 40" by the National Center for American Indian Enterprise Development in Tulalip, Wash.

2018

ALEKSANDRA
ZGIERSKA**What was she doing**

then: A researcher, assistant professor and physician with UW-Madison's Department of Family Medicine and Community Health, Zgierska was working in the addiction field. Two of her studies and initiatives were aimed at treating people for drug addictions instead of incarcerating them, as well as how therapies and mindfulness might reduce dependency.

What she's up to now: Now at Penn State, Zgierska is continuing her work on addiction — her meditation-based mindfulness study suggested that it could work as a promising therapy for chronic pain.

MONIQUE MINKENS

What was she doing then: In an effort to cut down the waitlist for emergency shelter beds maintained by the Domestic Abuse Intervention Services organization, Minkens created programming that aimed at lowering the number of repeat clients, so that the people they served would have

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more stability in their lives. The program addressed housing, mental health, financial literacy and substance abuse.

What's she up to now: In 2019, Minkens joined End Domestic Abuse Wisconsin and became its executive director in May 2021.

2019

CRISTIN
INCITTI

What she was doing then:

Chief operating officer for Girl Scouts of Wisconsin-Badgerland Council.

What she's up to now: Incitti is now CEO of Habitat for Humanity of



Minnesota, a statewide organization advancing affordable homeownership in Minnesota. "I work, every day, to make our nation's greatest wealth building opportunity, homeownership, more accessible for low and moderate income and BIPOC households through Habitat's work," says Incitti.

How W2W catapulted her career:

"Going through the W2W process helped me solidify my passion for affordable housing. Being recognized through the W2W process was an incredible honor and I believe the work I'm doing today is reflective of what the W2W recognition is all about — leading to make our communities stronger and better for everyone," says Incitti.

AMY GANNON

In memoriam: Gannon

was co-founder of Doyenne Group with Heather Wentler. In December 2019, Gannon, along with her daughter, was tragically killed in a helicopter crash on a family vacation in Hawaii. The Madison community mourned her loss, and honored her contributions to the business and entrepreneurial community. Gannon said about Doyenne back in 2019: "Our mission became clear — build ecosystems where women entrepreneurs from all backgrounds can thrive."



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2020

HEIDI DUSS

What she was doing then: Duss was with

Summit Credit Union as the manager of diversity and inclusion, wellness and community engagement.

What she's up to now: In 2020, Duss founded her own business called Culturescape Consulting, a nationally certified LGBTQ+ owned business that helps employers build strategies towards gender equity, LGBTQ+ inclusion and intersectional allyship. She also started Bridging Belonging, an online group of inclusion-focused individuals who want to do better in life, community and work. She also serves as an ambassador with the Wisconsin LGBT Chamber of Commerce and president of OPEN Madison, a professional engagement network.

What W2W meant to her: "Empowered women, empower women," and as a



Woman to Watch, I have paid this honor forward to two other amazing leaders who are striving to create more equitable and inclusive spaces in their community and business," says Duss.

SHELIA STUBBS

What she was doing then: Stubbs wore

many hats, including pastor, community activist, Dane County Board District Supervisor and a State Representative.

What she's up to now: In October 2021, she introduced the Birth Equity Act, which is a package of legislation that works to reduce racial disparities in child and maternal health. Stubbs also serves as chairwoman of the Wisconsin Legislative Black Caucus and as the co-chair of the Speaker's Taskforce on Racial Disparities.

What W2W meant to her: "Being a W2W in 2020 was a distinguished honor that connected me to so many other strong, ambitious and trailblazing women in our community. Being



placed alongside a diverse set of leaders strengthened my drive to serve the State of Wisconsin," says Stubbs.

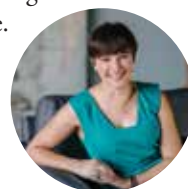
2021

KRISTIE GOFORTH

What she was doing then: Executive director of Free Bikes 4 Kidz Madison, a nonprofit that provides bikes to underserved populations in Dane County, as well as serving on the Monona City Council.

What she's up to now: In May 2021, Goforth says Free Bikes 4 Kidz achieved their highest number of 2,026 bikes given away to low-income and diverse communities — even during a nationwide bike shortage.

She also ran for the Mayor of Monona in April 2021. "While I did not win the election, I truly believe there is no losing when you run for office, only doors opened. Numerous opportunities have come my way since then and life is more exciting than ever." **What W2W meant to her:** "I think women tend to doubt their skills and struggle with being confident because it's often perceived as arrogance. This acknowledgement has substantiated my belief in myself and validated that my skills do indeed contribute to making our community a better place to be for all people," says Goforth.



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CAROL CARLSON

What she was doing then: Executive director of Music con Brio, an after-school instrumental music program.

What she's up to now: In May 2021, Music con Brio students recorded four pieces by Black composers, collaborating with four local Black artists, including Alida LaCrosse, who was the Madison Area Music Awards 2021 Teacher of the Year. Music con Brio also received the 2021 the Dane Arts Blockstein Award for their 10th Annual Community Concert Series.

Read more updates on past Women to Watch at bravamagazine.com. 🌸

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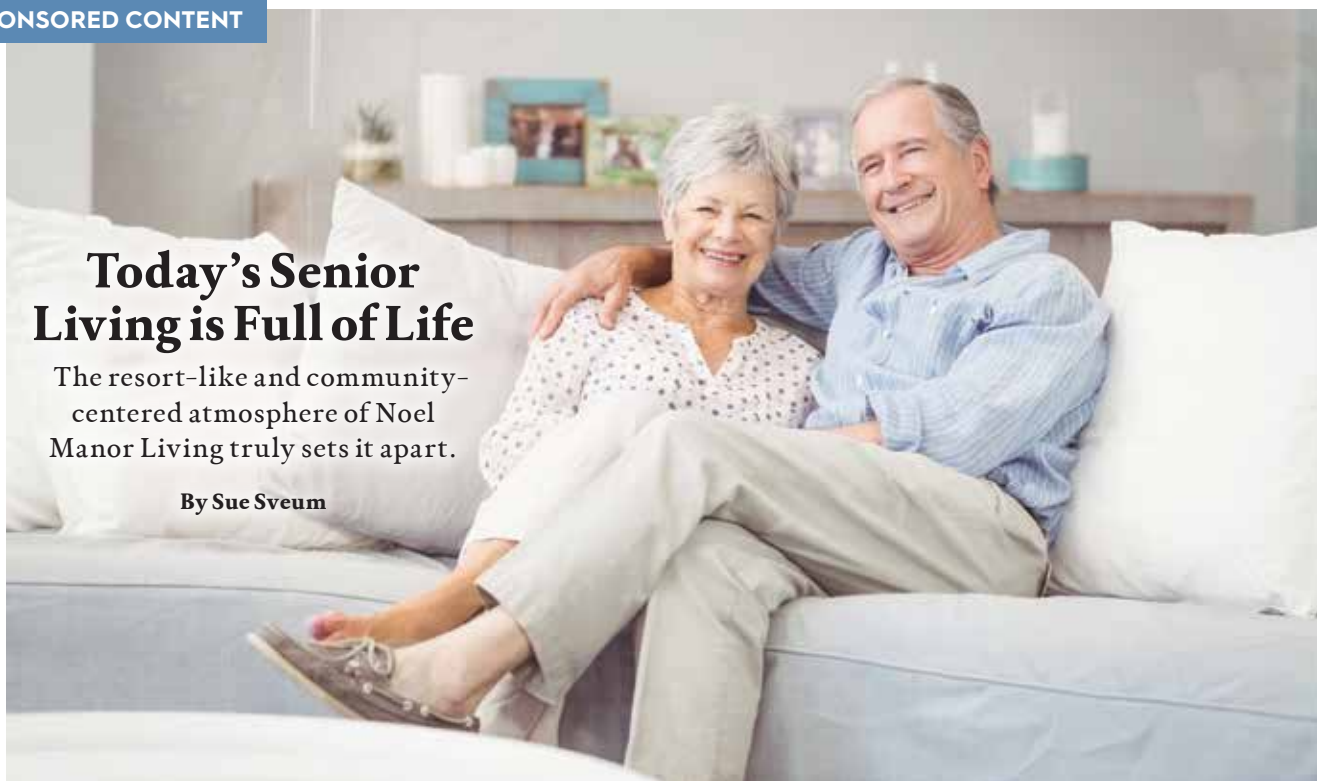


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Today's Senior Living is Full of Life

The resort-like and community-centered atmosphere of Noel Manor Living truly sets it apart.

By Sue Sveum



If you've ever considered senior living for yourself, a spouse or a parent, you're sure to have noticed that senior communities have come a long way. These are not the old folks' homes of generations past. Today's senior living options are full of life.

Many senior communities offer several levels of living. Active seniors can choose an apartment where they're totally independent, while other residents may require more care. At Noel Manor Living in Verona, the range of options includes independent living, assisted living and "closer care" at The Legacy (for residents with dementia and higher-level needs).

While care options such as managed medication, assistance with personal care, laundry and housekeeping are definitely an important part of choosing a senior care community, the atmosphere at Noel Manor is closer to a nice resort than a hospital-like setting.

Mealtime is an event. "Every Friday evening, we have happy hour with live music," says Kirstin Bowns, executive director at Noel Manor. She adds that meals are served restaurant style and residents can order from a standing

menu or choose one of the daily specials.

Every Wednesday, wine lovers gather for wine, popcorn and great conversation. Trivia nights, card games and bingo are other popular events held regularly. And for those wanting a little change of scenery, Bowns says Noel Manor sometimes offers scenic drives that "folks absolutely love!"

Independent and assisted living apartments are available in several different sizes. All offer private bathrooms with walk-in showers and built-in safety bars — a popular feature with residents. Laundry and linen services, housekeeping, cable, Wi-Fi and heated underground parking are also included.

And why leave home when there's an on-site beauty salon, barber shop and a fitness center that offers classes five days a week? Movie buffs love the movie theater where there's a daily showing, featuring different movies each night along with weekend matinees.

Sounds great, right? But moving from your own home to senior living

(especially if you don't know anyone) can still produce feelings of anxiety.

That's normal, and you aren't alone. "We have a welcoming committee that ensures residents don't sit alone at meals and that they feel included when they arrive in all our common spaces and activities," explains Bowns. And each resident decorates a small space outside of their apartment to showcase themselves and their families.

"There's always something going on, but we also encourage folks to come and go as they please," says Bowns. "We're a truly a diverse, friendly, and welcoming community with a wide range of personalities. Folks with varying interests that like to be a part of a community atmosphere would love it here."

Just keep in mind that senior living isn't one-size-fits-all. Bowns advises that you, as a prospective resident, consider what's the most important thing to you. Then ask lots of questions regarding your needs and wants to find that right fit.

"This is your home and your community," she stresses. "It should feel comfortable and bring you joy."

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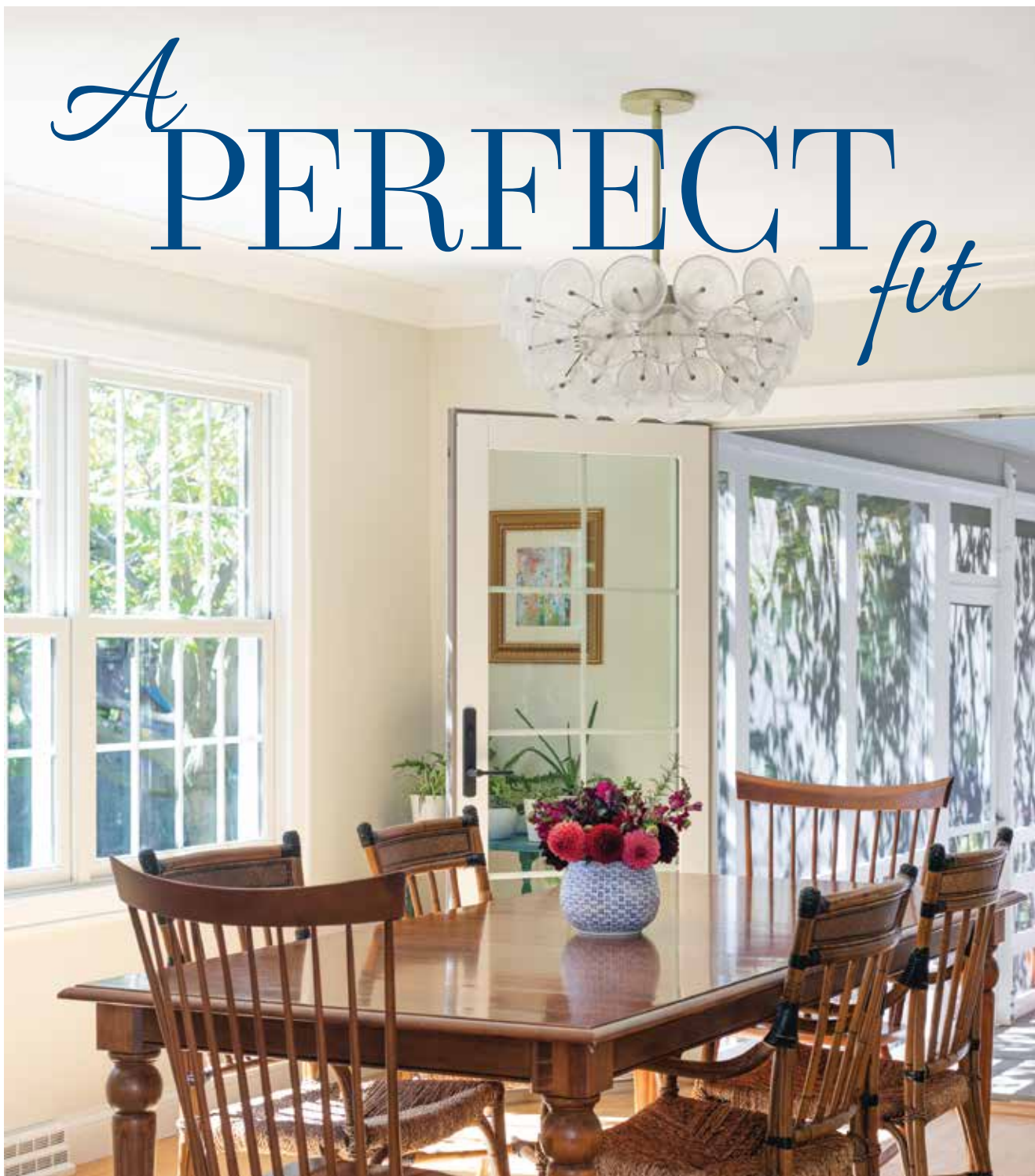
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A small addition and renovation yielded major improvements to one family's home and lifestyle.

BY SHAYNA MACE
PHOTOGRAPHY BY SHANNA WOLF



Sarah and Chris Klein removed a wall that separated their dining room and kitchen to reveal a lighter, brighter — and most importantly — more open living area for the family to enjoy.

Like many young couples, Sarah and Chris Klein moved a few times early in their marriage as they entered different life stages. Their first “teeny” home in Maple Bluff was great — but felt too small when they started having kids. They rented for a year while they figured out their next move (literally). After searching several neighborhoods around the city, they landed on University Hill Farms, an area they had become familiar with through friends and coworkers.

The couple had a few non-negotiables that they wanted in their new abode, such as walking distance to an elementary school for their two sons, Rhys and James, a yard and a two-car garage. When they happened upon a stately Colonial-style home in 2010 that checked all of the boxes, they quickly snapped it up.

While the home had all of their must-haves, plus plenty of space for the family of four with four bedrooms and two and a half baths, the home’s front entryway and kitchen left much to be desired. For starters, the front door opened up next to the staircase between the first and second floors, resulting in an extremely tight front entrance. And the side entrance from the garage into the kitchen was much the same — it entered into the middle of the kitchen, where Rhys and James would throw their snowy or muddy shoes and coats on the floor. It was exasperating, says Sarah.

After several years of living there, the couple started brainstorming how to fix the home’s pain points. Looking at other homes in the neighborhood for inspiration, they landed on the idea of using the “massive” and unused front porch for expansion, rather than an addition. To verify this was even possible, the couple met with Denise Clearwood of Pine Clearwood Architects, who coincidentally, had redone an identical Colonial home in their neighborhood. Clearwood put forth a few options for the couple to consider, such as having the garage door enter into their screened porch (that’s on the back of the house), which the couple vetoed. The couple also wanted to remove a wall that separated the kitchen from the dining room, to open up their main living space dramatically.

All in all, the changes were incremental — yet delivered eye-opening results.

Pulling it Together

The biggest improvement — walling in 90 square feet of their 180-square-foot front porch — was a game-changer for the family. Now, guests walk into a roomy entryway and to the right is the brand-new mudroom (the mudroom also has an entry from

“

The foyer ... I would say was the most surprising benefit. We underestimated how much that would impact the house, opening that up. Now, it's a beautiful entry. ”

— Homeowner Chris Klein

The home, which was built in the 1960s, has a Vermont green slate tiled entryway, which Sarah says she's seen in a few other University Hill Farms homes. With the foyer addition, the Kleins had to track down more Vermont green slate to match the original floors — and it was nearly impossible to find. However, Sarah's meticulous research paid off, and she found some. Luckily, it perfectly matched the existing tile.



Far left: The new mudroom connects to the garage — which solved the kitchen entryway problem the Kleins had. The lower cabinets are painted in Sherwin-Williams' Inkwell. Sleek Schoolhouse Electric lights add flair to the space.

Left: A new coffee and tea bar is the perfect place for the family's appliances — and keeps them from cluttering up the kitchen counters.

► When their kitchen appliances started to fail, that was the couple's push to begin their house renovation. Now, a handsome GE Café refrigerator and stove take center stage in the space. The Bosch dishwasher to the right of the sink is hidden behind sleek custom cabinetry.



the garage). Throughout the mudroom are cabinetry and built-in shelves to corral the family's bags, outdoor items and shoes. A built-in bench under a new window invites guests to sit while taking off muddy or snowy coats and boots. A sink in the corner is used for washing hands after entering the home, or, during parties to keep wine chilled in the ice-filled reservoir. A tea and coffee station in the corner moves traffic out of the kitchen and into the cozy space to savor a sip in the morning. The mudroom also connects to the kitchen — so now the family can walk around the entire first floor instead of dead-ending in the kitchen. The entire space blends in so seamlessly that it's hard to imagine it wasn't there in the first place.

But even this small addition had its challenges, say the Kleins. When planning it out, their contractor, Kirk Klumpers of BASK Construction, wasn't sure it was possible, due to the new addition needing support — and a new support beam would impede on the entryway staircase change. Luckily, they figured it out.

"Our contractor took us aside and he said, 'we have to figure out a way to

make this happen. Because if we don't, you're going to regret it.' The flow of this space now is the greatest thing that's ever happened to us in this house. Being able to walk all the way through [the house] is great," says Chris.

Another necessary evil was adding in support footers in the home's basement to accommodate the renovations, including removing the wall between the kitchen and dining room. Now (as seen on P. 56), the kitchen is flooded with light from the dining room and the screened-in porch.

The kitchen renovation also solved the issue of the family entering in a side door from the garage directly into the kitchen. The door was closed off, and the kitchen was completely reconfigured. Now, appliances flank either wall in the kitchen, and the kitchen's open floorplan on both sides allows for lively conversation and beautiful views of the front and back yard — something it lacked before. A 3 ½-by-8 foot honed quartz Caesarstone island was also installed to separate the kitchen from the dining room and provide additional seating and hangout space. The island has tons of drawers for storage, which adds



Top: Shown is a before image of the Klein's kitchen, which faced the front of the house, with a wall separating it from the dining room.

Bottom: The Kleins enclosed part of their front porch (shown before) for the new mudroom and larger foyer.



▲ The new kitchen island is a family favorite, and with the open concept, Sarah loves that she can be in the kitchen and still connect with guests.



The home has a peaceful blue and green palette throughout, with plenty of white that acts as a neutral backdrop. (The wall color throughout the main floor is Sherwin-Williams' Oyster White). Sarah's favorite places to source art from include Odana Antiques, Etsy, Everything but the House and Cherish. Most of her leopard pillows are by Spoonflower.



even more functionality to the kitchen.

The couple's incredible attention to detail shows throughout each carefully thought-out space. The kitchen island has furniture "legs" to make it appear as a piece of furniture — rather than a built-in element, says Chris. The air switch for the garbage disposal (which is typically next to a kitchen sink faucet) is hidden under the shelving above the sink and is controlled with a wireless push button. The couple opted for open shelving on both walls in the kitchen to add an air of modernity — and show off Sarah's cookbooks.

Although living through the eight-month renovation wasn't fun for the family, the couple admit that the joy and functionality their renovated main floor brings them was definitely worth it.

"The foyer is one of my favorite things — just having it really changed our house. The light [we have now], the openness, the airiness. The back of our house always felt light and airy, but the front never did [before] — it felt dark and not very welcoming. And I love the mudroom. Now, it all ties together," says Sarah.



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What to Consider When Doing a Renovation

Sarah and Chris Klein share tips for what worked for them.

Clearly identify what isn't working

It's why you're doing a renovation, right? "Be smart about it and think through things on the front end," says Chris. Do you need more storage, more space, better flow? It's easier to pinpoint exactly what you want at the beginning and be thoughtful, versus changing things down the road.

Think outside the box

The couple hadn't thought of enclosing part of their porch, but it was beneficial to them to utilize that part of their home for the renovation, since it was already built upon the home's foundation (therefore, saving some money).

Do your research

Sarah and Chris are detail-oriented, so they researched every aspect of their renovation, from light switches to paint colors. Matching their Vermont green slate tiled entryway was an exhaustive effort for Sarah, until she found a company

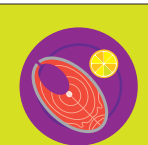
out East that had the tiles. But if she hadn't been persistent, they would have had two different flooring types in their foyer.

Ask if there's a custom solution

In the mudroom, Sarah specifically wanted a tall cabinet that housed just their Dyson vacuum. Chris had a custom panel cover crafted for their dishwasher. They also added extra bracing within their kitchen island to hide the unsightly bracket that typically goes underneath. It's all about the details.

Lighting is tricky

The couple both agree it's worth bringing in a lighting expert or interior designer to help with lighting. "Our contractor was asking about how we wanted things wired," says Chris. "We didn't know!" So they consulted with an interior designer friend, who walked through their spaces to help them figure out the lighting. Another takeaway? "Put everything on dimmers," Chris says. ✨



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Riley Bohage, Princeton Club Fitchburg



Christine Myers Ellison, Princeton Club West



Nicole Alexander, Princeton Club Fitchburg

FIRST STEPS TO FITNESS

Princeton Club's personal trainers answer YOUR top three questions on how to overcome obstacles and achieve your New Year's Resolution fitness goals — and still be successful come February.

IT'S BEEN SO LONG SINCE I'VE WORKED OUT... WHERE DO I EVEN START?

"Everyone's starting line looks different. Meet your body and mind where YOU are. Create small goals to start that you can conquer with ease and consistency. You'll build your physical strength and confidence!" – **Trainer Riley**

"You get two free personal training sessions at the Princeton Club to overcome this hurdle right away! Let us do the heavy lifting for you and establish a healthy workout routine designed for your success, while providing accountability and encouragement along the way!" – **Trainer Nicole**

I'VE TRIED BEFORE AND FAILED ... WHAT SHOULD I DO DIFFERENTLY?

"Keep it simple. We tend to overcomplicate things, then completely lose faith when it doesn't go as planned. Take it one day at a time and be

consistent with the things you can control. Give yourself grace."

– **Trainer Nicole**

"Celebrate progress! Whether you worked out twice this week, or ran an entire lap around the track, celebrate! Sustainable change doesn't happen quickly, it happens with consistency. Progress



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forward gets us to where we want to be."

– **Trainer Christine**

I'M FINALLY IN A RHYTHM OF WORKING OUT REGULARLY! WHAT ELSE CAN I DO TO REACH MY GOALS?

"Sleep! Rest and recovery are vital for continued progress. Aim for 7-9 hours a night." – **Trainer Nicole**

"Care for your mental health! This can look like journaling, time with loved ones, meditating, being outside, or talking with a mental healthcare professional. A healthy mind makes for a healthier lifestyle with less stress, better rest and recovery, and more energy." – **Trainer Riley**

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Nike is on to something with their tagline “Just do it.” If you think of working out as an integral, non-negotiable part of your life that benefits not only your physical but mental health, it becomes a habit that you won’t break. Just figure out what you like to do. Walking, yoga, barre? If you like it, you’ll stick to it.

HIT THE BARRE

Achieve better body balance at barre3.

Barre3 aims to redefine fitness with workouts that focus on being present in your body, no matter your ability level. Each class incorporates three components: strength, cardio and mindfulness — all of which fosters physical and mental balance.

The workouts balance your body by working all of your muscle groups. Strength training works the upper body, and cardio gets the heart pumping with high-intensity, low-impact exercises like lunges and barre3 burpees. Classes end with stretching and breathwork, which can help you feel calm and focused outside the studio.

“When we exercise to honor our bodies and give them what they need, we create a healthy relationship based on love, not shame,” says owner Missy Dunn. “Suddenly, movement is joyful, and we crave it.”



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More than just a place to exercise, Indoorance Athletic Club in Madison offers state-of-the-art training equipment and supportive personal trainers that help elevate athletes and provide foundational tools to those new to fitness.

General manager Jaime Keily works with Indoorance members in the

club’s Endless Pools. The Endless Pools with underwater treadmills truly set Indoorance apart from other athletic clubs. The two pools are four feet deep and about 10 feet long with a mirror at the bottom, so you can watch yourself swim, which helps people achieve proper form. The treadmill generates a current for resistance, making it a more challenging workout without the impact.

And anyone can feel confident using the Endless Pool — clients range from athletes to people who want to feel more comfortable in the water. Everyone starts somewhere, she says.

“This has been a huge draw to us for people looking to rehab an injury, as there’s no pounding on the body like when you run,” Keily says.

“This is something that very elite athletes use and physical therapists recommend.”



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BUILD A BOARD

Chloe Starz, associate planner with Elevate Events, shows us how to put together a charcuterie spread for a cozy winter shindig or a special night in.

BY SHAYNA MACE | PHOTOGRAPHY BY KATIE ANN PHOTOGRAPHY / ELEVATE EVENTS



MORE CHARCUTERIE BOARD FUN



"I'm a big foodie, and I think Wisconsin has such beautiful local ingredients to build incredible cheese and charcuterie boards,"

says Chloe Starz, associate planner with Elevate Events.

In the past, Starz has taught charcuterie board workshops throughout southern Wisconsin, and is passionate about entertaining. "I think doing a cheese and charcuterie board is such a nice way for people to gather together and be able to share a meal and talk," she says.

Here, she shares more tips on what to pick up for building your own board.

FOR THE FOUNDATION:

- **A food-safe board.** Starz loves antique breadboards, which is what she used in the board on this page.
- **Ramekins and small dishes.** You'll use these to put jams, olives or other finger foods in, says Starz.
- **Garnishes.** These can be edible or non-edible. On the previous page, Starz used grapefruit for one garnish and rosemary for the other. Fresh, seasonal fruit in general works, she says. She also likes using herbs like basil or sage. "They're nice aromatics, and also provide a little greenery," she says.

WHAT TO PUT ON THE BOARD

- **Cheese:** Starz selects six cheeses for a large board, seen above. She likes a variation of different types and textures,



so she uses hard and soft varieties, typically a seasonal choice — and then a favorite of hers. Two to three ounces of cheese per guest is a good barometer for appetizers.

- **Meats:** Look for two or more meats to add as heartier fare on the board. Salami, prosciutto, sopressata or even pepperoni are good options.
- **Produce:** Grapes are a perennial favorite because they're a good palate-cleanser, are available year-round and add nice color. Mini kiwis and peaches are also Starz's favorites. Beyond that, look for fruit that's in-season. For vegetables, Starz will usually roast them in the winter, and grill them in the summer.
- **Accoutrements:** Look for nuts, olives and pickled veggies to pepper in throughout the board as well as in your ramekins. The pickled veggies will "add a little hint of vinegar and a different taste," says Starz.



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WHERE TO SHOP

Madison has a plethora of great places to find specialty foods — which is ideal for building an extra-special charcuterie board. Starz says she loves **Landmark Creamery** in Paoli for cheese — and it's also women-owned. For cheese, produce and meat, **Brennan's Market** is another of Starz's go-tos. **Alimentari** is great for cured meats, and the new **Meat People shop** is good stop for meats or snacks. **Trader Joe's** has crackers and other fill-ins. **Nutcrack's** storefront on Atwood Avenue is a must-stop for delicious candied or spiced pecans. 🌸

FROM CAFÉ TO YOUR KITCHEN

Longtime restaurateur Barb Pratzel shares her favorite recipes from Manna Café & Bakery's 35 year-run in her new cookbook.

BY MASON BRAASCH

After running two successful and beloved Madison businesses — The Collins House Bed & Breakfast and Manna Café & Bakery — retired entrepreneur Barb Pratzel has begun her next chapter (literally) by writing her own cookbook. "Manna Café and Bakery Cookbook" is filled with the recipes that Pratzel and her family have served for 35 years. We talked to her about the project.



trying to create a recipe for that memory, and it maybe isn't perfect — but I love it — and that's special to me for that reason.

What was your most popular dish at Manna Cafe that's in the cookbook?

Well, our oatmeal pancakes are probably the most asked-for dish. It's kind of funny because we had our launch party on Oct 21, and immediately I got emails and Facebook posts from people saying, "I'm making the oatmeal pancakes tomorrow morning for breakfast!"

This cookbook is "a love letter to Madison." What does that mean to you?

Madison has so much to offer people. I'm from New York and [my husband] is from St. Louis. We just both fell in love with everything about Madison. So, when we started the bed and breakfast, the big

driving force for us was that we wanted to share our experience of Madison with people who are coming to visit us. Sharing our love of the city with out of town guests really became part of who we were as business people.

I hope the people who read the book are not just Manna people, but people who want to read about a special place and know that the recipes that they're making are associated with that special place and were a part of a wonderful, huge community.



Find "Manna Café and Bakery Cookbook" locally at Orange Tree Imports, Mystery to Me, A Room of One's Own, Frugal Muse, Leopold's Books Bar Caffé and University Book Store. 🌸

What is the inspiration behind your cookbook?

I've always wanted to write a book, not particularly a cookbook per se, until Manna Café started facing the end. (Editor's note: Pratzel says Manna Café closed unexpectedly early on in the pandemic). We knew that it was likely not going to make it and we knew how much that was going to hurt so many people and leave this big hole in people's lives. The community spirit is hard to recreate in a cookbook! I wanted to find a way to not just present the recipes, but to put them in a context of the place so that people would feel whole again.

Are there any recipes in the book that hold a special place in your heart?

When I was a child, my father took me to a restaurant in upstate New York that served this mulligatawny soup, and I ate it. It's one of those food memories that stays in your mind for the rest of your life, for whatever reason. I spent a lot of time



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SIX OUTINGS FOR WINTER FUN

Wisconsin winters may be cold and snowy, but that's no reason to stay inside — bundle up and explore these fun winter festivals and activities.

BY MASON BRAASCH



LAKE GENEVA WINTERFEST

Ice sculpture viewing, bonfires on the beach and a hot cocoa crawl are just a few of the fun winter activities that families can enjoy at the Lake Geneva Winterfest. The festival takes place **Feb. 2-6, 2022**, and will offer wintry activities and events for the whole family, including the U.S. National Snow Sculpting Championship. Fifteen state-champion teams will compete in the only snow-sculpting competition in the U.S, which is free for festival-goers to attend. visitlakegeneva.com/winterfest



FROZEN ASSETS FESTIVAL AND 5K

Get some exercise while supporting the protection of one of Madison's greatest assets — the lakes. On Saturday, **Feb. 5, 2022**, participants of the Frozen Assets 5K will run or walk across a frozen Lake Mendota while taking in views of downtown Madison and the UW-Madison campus. After crossing the finish line, enjoy the free, family-friendly festival, which will also take place on the lake. Put on by the Clean Lakes Alliance, this festival and 5K raise money for lake improvement projects and educational programs, and has raised \$1.2 million since 2012. cleanlakesalliance.org/frozen-assets/#festival

WAUSAU WINTER FEST

With a variety of fun indoor and outdoor activities, Wausau Winter Fest is sure to please family members of every age. Located at Wausau's Grand Theater and on the 400 block downtown, curling demonstrations, cookie decorating, crafts and a hot chocolate bar are all activities at the festival, which will take place on **Jan. 29, 2022**. Kids can keep the fun going at home with a take-home activity provided by the Marathon County Public Library. greaterwausau.org/event/winter-fest-2022



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TITLETOWN DISTRICT

Whether you're looking for a day packed with action or a low-key evening by the fire, the Titledown District, located in Green Bay, has a variety of fun events and activities for all ages! **Through Feb. 28, 2022**, enjoy Titledown's Winter FUN-derland by exploring glistening lights and extraordinary scenery in their self-guided scavenger hunt. On Fridays and Saturdays, enjoy a selection of beverages from the Terrapin Beer Garden while staying warm by the fire! After a full day at Titledown filled with tubing down Ariens Hill, skating at the Titledown Ice Rink and dining at 46 Below, check in to a cozy night at the on-site hotel, Lodge Kohler. titledown.com

CEDARBURG WINTER FESTIVAL

On **Feb. 19 and 20, 2022**, the Dr. Seuss-themed Cedarburg Winter Festival will feature a long list of indoor and outdoor activities, including camel rides, barrel races, local shopping and an all-you-can-eat pancake breakfast. Bundle up for lots of fun family winter activities, such as sledding at Stephen Fischer Park, watching the dog-pulling contest or competing in the ice sculpture contest. On Saturday night, adults can enjoy appetizers from local restaurants, cocktails, raffles and music at the adults-only "Cool Brew Seussville" event. cedarburgfestival.org/winter-festival



GRAND GENEVA IGLOO EXPERIENCE

If you've ever wanted to enjoy a tasty meal while inside of an igloo, the Grand Geneva Resort and Spa in Lake Geneva is the place to go this winter. **Through March 14, 2022**, you can reserve an Igloo at Embers Terrace, Grand Geneva's fireside lounge, for up to five people. The heated igloos are cozy and picturesque, and are sure to be Instagram-worthy for memories this winter. grandgeneva.com/event-calendar/igloo-experience. ❄️

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BY JESSICA STEINHOFF



THEATER AND DANCE

Local stages are on fire this winter, with everything from Broadway musicals to cerebral street-dance performances.

"Mean Girls"

Jan. 11-16, Overture Hall, Overture Center

Catch Tina Fey's hit movie turned Broadway musical before it disappears from the national tour circuit. Goody two-shoes Cady Heron's attempt to take down her school's queen bees is as rollicking as ever onstage. overture.org

"What the Constitution Means to Me"

Jan. 22 & 23, Capitol Theater, Overture Center

Hailed "not just the best play on Broadway, but also the most important" by The New York Times, Heidi Schreck's autobiographical tale explores how the Constitution doesn't always prevent discrimination and violence. overture.org



Movement Art Is with Third Coast Percussion

Jan. 27, Hamel Music Center

A street-dance troupe and a percussion ensemble team up to explore a provocative question: How do our roots shape our perspective? music.wisc.edu/concerts-events



COMEDY

Whether you want to analyze current events or escape reality, these events can help – and make you laugh.

"SmartLess"

Feb. 9, Orpheum Theater

Watch Jason Bateman from "Arrested Development," Sean Hayes from "Will & Grace" and Will Arnett from "BoJack Horseman" improvise their way to hiccups and epiphanies as they celebrate their podcast's anniversary. madisonorpheum.com

"She's a Woman" Starring Miz Cracker

Feb. 14, Majestic Theatre

Seeking a hilariously pessimistic Valentine's Day gift or anti-Valentine's outing? Look no further than this evening of saucy commentary by a "RuPaul's Drag Race" alum. majesticmadison.com



DAVINA AND THE VAGABONDS

LIVE MUSIC

Musicians from around the world are bringing a wealth of sounds to Madison this winter, including psychedelic neo-soul and old-school blues.

Wisconsin Chamber Orchestra: "The Triple"

Jan. 28, Capitol Theater, Overture Center

The orchestra celebrates three greats at this engagement: Bill Banfield, its first composer in residence; Patrice Rushen, a groundbreaking Black composer; and great of greats Beethoven, whose seldom-performed Triple Concerto rounds out the program. wcoconcerts.org

Hippo Campus

Feb. 17, The Sylvee

With angular melodies and an upbeat vibe reminiscent of Vampire Weekend, this Twin Cities band is a favorite on the festival circuit, appearing at Bonnaroo, Lollapalooza and others. thesylvee.com



Jacob Banks

Feb. 18, Majestic Theatre

If you gravitate toward steamy R&B or brokenhearted blues, don't miss this Nigerian-English singer's baritone croon in concert. majesticmadison.com

Davina and the Vagabonds

Feb. 19, Stoughton Opera House

Davina Sowers' vintage-style jazz and blues vocals have drawn comparisons to Amy Winehouse and Etta James, and her piano skills must be seen to be believed. stoughtonoperahouse.com

The Marias Present: "Cinema"

Feb. 26, Majestic Theatre

Psychedelic soul mingles with Latin lounge music when in this band's songs, which feature lyrics in English and Spanish. majesticmadison.com

SOCIAL JUSTICE THROUGH CLASSICAL MUSIC

Kelly Hall-Tompkins is an award-winning classical violinist, the "fiddler" (violin soloist) for Broadway productions of "Fiddler on the Roof" and a force for social justice. She founded Music Kitchen: Food for the Soul, a concert series at homeless shelters across the country, which has featured chamber music heavyweights Emanuel Ax, Carter Brey and others.

Now she's adding Madison Symphony Orchestra soloist to this impressive list. She'll perform in the local premiere of Wynton Marsalis' "Violin Concerto" Jan. 21-23. We spoke with her about this dazzling piece, Music Kitchen and more.

Many music lovers know Wynton Marsalis as a jazz trumpet virtuoso, but he's also a Juilliard-trained classical musician. What do you love about playing his violin concerto?

It not only shows the vast breadth of Marsalis' knowledge and passion for the classical canon but flows seamlessly into Ellington-inspired jazz, blues and roots fiddling styles. After years of playing roots-inspired music with Mark O'Connor, performing jazz orchestrations and commercial styles at Carnegie Hall and appearing as a soloist on Broadway, I am a more genre-bending artist than I was earlier in my career. Before, I could have played the notes, but now I have a deep sense of this music and love everything about it.

Music Kitchen has touched more than 30,000 shelter residents since its beginnings in your church's basement. What's one thing its audiences have taught you?

I have learned that love of classical music is not waning. When we expand the idea of who the audience is, and perform with artistry, passion and imagination, not just perfectionism, people will love it time and time again.

Being a classical performer requires immense talent and hours of daily practice, yet you still find time to teach, write and even speak eight different languages. How?

I will work tirelessly to realize a vision. I love exploring all of the avenues that call me to create. I'm grounded because I genuinely love what I do. I work hard to reach my potential and I enjoy helping others do the same.

Madison Symphony Orchestra with Kelly Hall-Tompkins Jan. 21-23, Overture Hall, Overture Center. overture.org. 🌸





DYNAMIC WOMEN

This year BRAVA marks the 10th anniversary of our Women to Watch feature and celebration — a milestone worth honoring. We photographed this year's honorees at Lodgic Everyday Community, a building with a restaurant, coworking spaces and childcare. It felt fitting to work in a business that offers an array of needs and is flexible — it reflects this multitasking, ambitious group of women who are juggling much more than a 9-to-5 job.

We look forward to being together again to honor this year's class on Jan. 25, 2022, at our Women to Watch celebration, and we hope you'll join us.

Shown clockwise from top left: Rebecka Crandall, Kat Casey, Caitlin McGahan and Erin Fabrizius. 🌸



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PREMIERE DEBUT

In her MSO debut, the prize winning Ms. Hall-Tompkins performs the Madison premiere of Wynton Marsalis' exciting Violin Concerto, a *tour de force* exhibition from the hand of America's foremost jazz and classical artist. Preceded by Kabalevsky's exhilarating overture, it is followed by Saint-Saëns' majestic "Organ Symphony," so-called because the addition of the organ in the final movement is an unforgettable sonic experience.

John DeMain, *Conductor*
Kelly Hall-Tompkins, *Violin*
Greg Zelek, *Organ*

Kabalevsky, *Overture to*
Colas Breugnon

Marsalis, *Violin Concerto in D*
Saint-Saëns, *Symphony No. 3 in*
C minor, "Organ"

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GIL SHAHAM PLAYS THE BEETHOVEN VIOLIN CONCERTO

The first piece of this varied program, Rachmaninoff's evocative and powerful score depicts Arnold Böcklin's famous painting of an oarsman rowing a white-clad figure across a dark expanse of water to the mysterious *Isle of the Dead*. The mood lightens when the *Háry János Suite* from Kodály's comic Hungarian folk opera radiates exotic exuberance. Then the renowned Gil Shaham gives the crowning performance of the program when he breathes life and love into the Beethoven Violin Concerto.

John DeMain, *Conductor*
Gil Shaham, *Violin*

Rachmaninoff, *Isle of the Dead*

Kodály, *Háry János Suite*

Beethoven, *Violin Concerto in D major*

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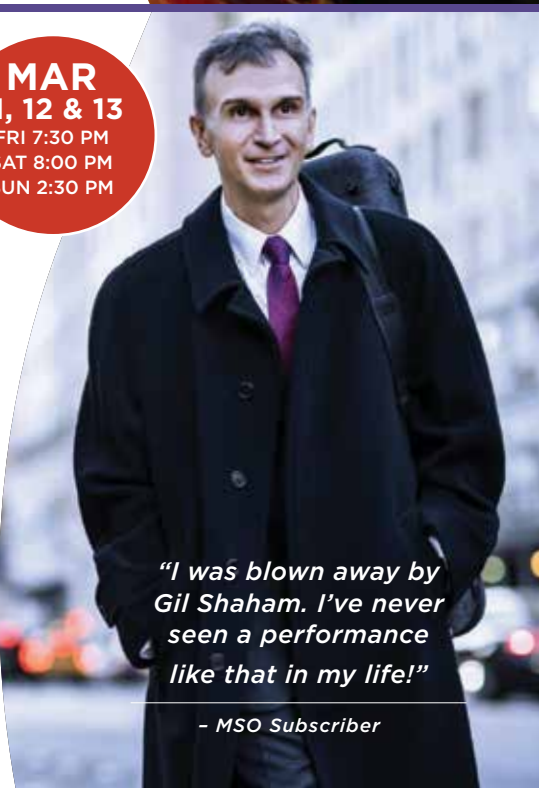
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MAR
11, 12 & 13
FRI 7:30 PM
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"I was blown away by
Gil Shaham. I've never
seen a performance
like that in my life!"

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