

FEBRUARY | MARCH 2023  
VOL 12 | NO 1

# 5IVE FOR WOMEN™

FAITH | FAMILY | FRIENDS | FITNESS | FINANCE



PLAN A PERFECT

*Galentine's  
Day*

HOME &  
GARDEN

*Easy-breezy  
Upgrades*

TAKE A  
**DIP**  
Cold Water  
Therapy

BUYING POWER OF  
**WOMEN**  
What you need to know

**CHIPPEWA VALLEY'S PREMIER WOMEN'S MAGAZINE**

# CHECKING ACCOUNTS THAT GO THE DISTANCE

Endless Ways  
To Bank, Save  
& Spend!

**SARAH & RILEY ELLEFSON**  
ROYAL CREDIT UNION MEMBERS



Open an account online at  
[rcu.org/TheExtraMile](https://rcu.org/TheExtraMile)

☎ 800-341-9911 Insured by NCUA



**ROYAL  
CREDIT  
UNION®**





# Spero Wellness Clinic

## Stop by and See Our New Clinic!

We are so excited about our new space on the first floor of our current building. We now have additional patient care rooms, urgent care rooms, a larger waiting room with educational space - room to continue growing and serving our patients and the community.

**Stop by any time ~ 2829 County Hwy I, Suite 1A, Chippewa Falls**



Kylee Anglemeyer, NP



Kristie Gering, MD

## Education Series Coming Soon!

In the next several months, we anticipate launching a new group educational series, starting with the GI System (where everything begins). More live education modules to come, including Cardiometabolic, Stress/Adrenal, Immune, etc. This series will be led by Ben Buschl NP and our new health coach Cheryl Herbison.



Ben Buschl, NP



Robyn Endrud, MD

For more info, please contact us! 715-861-2300 | [www.sperowellness.com](http://www.sperowellness.com) | [info@sperowellness.com](mailto:info@sperowellness.com)



## A family practice with real family values.

Teeth  
for life!

GENERAL DENTISTRY  
COSMETIC DENTISTRY  
IMPLANT DENTISTRY  
PEDIATRIC DENTISTRY

Lisa Henson, DMD

715.834.2032  
1102 Regis Court Eau Claire

 **RegisCourtDental**  
ASSOCIATES

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

*Healthy, beautiful smiles start here!*



# 5IVE FOR WOMEN™

FAITH | FAMILY | FRIENDS | FITNESS | FINANCE

With an emphasis on equilibrium and personal growth, ***5ive for Women*** encourages the on-the-go gal to pause for self-nurturing, through insightful articles and thought-provoking features - supporting the not-so-simple balance between faith, family, friends, fitness, and finance.

At ***5ive***, we are advocates of healthy priorities and fitness for life, while striving to motivate, energize and inspire camaraderie of the Chippewa Valley sisterhood.



8



10



12



14



16

8 Through the Eyes of a Child (Again)

10 Easy-breezy Upgrades for Home and Garden

12 10 Ways to Celebrate Galentine's Day - Sisters Before Misters

14 A Cold Dip for Health

16 The Buying Power of Women: How Women Shape the Economy and Business World



## RESOLUTION Redo!



[ in every issue ]

Editor's Note **06**  
News from Jen Theisen

Foodie Forum **18**  
Recipes

Bookmark **19**  
Book Review

## [ Index of Advertisers ]

Angell Mirror Photo Booth LLC .....	17
AMK Cleaning Services .....	5
Bullis Pond Dental .....	9
C design Interiors & Textiles.....	15
Classics Furniture & Lighting Design Studio ...	13
Coldwell Banker - Holly Bowe .....	5
Health Centered Dentistry.....	19
LaGranders Cheese .....	5
Merrick Plastic Surgery.....	Back Page
MONET, Katie Hartsough .....	13
Royal Credit Union .....	2
Regis Court Dental Associates .....	3
Spero Wellness Clinic.....	3
Weld Riley SC.....	7



**Spring Weather Blooms Buyers!**

**Holly Bowe**  
Realtor®  
CRS, GRI, ABR  
Managing Broker  
holly@hollybowe.com

Call **HOLLY** for a **FREE MARKET ANALYSIS** OR TO **START THE BUYING PROCESS TODAY!**

**COLDWELL BANKER**  
**BRENIZER REALTORS**

Serving the Chippewa Valley since 2000!

**715-577-HOME (4663) • www.HollyBowe.com**



*Family Owned and Operated Since 1960*

LaGranders' Hillside Dairy is committed to producing superior cheese products that exceed all quality standards and customer expectations. Award winning Colby, Colby-Jack, Pepper Jack, Monterey-Jack, and Cheddar cheese are LaGranders' specialty, along with the best fresh cheese curds around.

**LaGranders' Cheese**

W11299 Broek Rd, Stanley **715-644-2275** [www.lagranderscheese.com](http://www.lagranderscheese.com)

# Prioritize YOU!

## you're worth it



It's ok to ask for help from others. No matter what your reason is for hiring a specialty service it is valid and important, simply because it is **YOUR** reason.

**We love what we do... helping you!**

**AMK**  
CLEANING SERVICES  
[AMKcleaningServices.com](http://AMKcleaningServices.com)  
715.830.1156

## EDITOR'S NOTE



Photo Credit: Eliza Porter Photography

*If you must look back, do so forgivingly.  
If you must look forward, do so prayerfully.  
However, the wisest thing you can do is be  
present in the present... gratefully.*

~ Maya Angelou

I share this Maya Angelou quote with my beautiful readers because her words have spilled over me when I have needed them most. Maya was an American poet, civil rights activist, and actor who is recognized as one of the most influential figures in American literature. Maya also experienced abuse and trauma and was able to find and share her voice and wisdom. Years ago, I printed and used this quote as a bookmark. Last week as I was going through old books, I

rediscovered this beautiful gift at the perfect time, reminding me exactly what I needed to do.

This 5ive issue is a resolution redo, redefining resolution meanings. Indulge me as I share with you a few things inspiring and pushing me forward in 2023. What does it mean to be present gratefully? I resolve to allow myself to actually be present. I am learning to be patient with others and, more importantly, myself. (Ok, that may be just part of my DNA; stay tuned.) My feelings and thoughts have always been rushed. I am taking my time grieving, processing, and developing myself. I mean, honesty, ladies, it's about time. "Midlife: when the universe grabs your shoulders and tells you, 'I'm not f-ing around. Use the gifts you were given.'" Brené Brown (another lady who has gotten me through some junk). The point is the time is now. I have come to realize we all want to live the best version of ourselves, and how lucky I am to be given this excellent grace to dig deep and do the work to fully embrace my life. I will fill my cup, and it will run over. I will make myself whole. My success is knowing who I am.

It's early. I am cold, but I am feeling much love and gratitude for practicing being present gratefully. I get to spend my early morning with you. Honestly, so many of you have been courageous enough to email me or come up to me when I am out and about and share your experience with an article or something that inspired you. It is those moments, I hear the whisper that I am on the right track, my beautiful, faithful readers. I am beyond grateful to you for your kind words and benevolent acts. You inspire me to be present gratefully.

I was cooking the other day, thinking about everything I love now, and had this brilliant idea. (If you know where that line comes from, you are my people.) I share with you a few things that are making my world easier, making me smile, or challenging me to improve—helping me look back forgivingly and move forward prayerfully and be present gratefully. Ladies, there is so much going on in my mind, I promise you this list is not in any order.

- ✨ *Prayer (Perhaps cliché but so true)*
- ✨ *Books and bookstores*
- ✨ *Beautycounter® Sugarbuff Body Scrub (It's winter in Wisconsin.)*
- ✨ *My fab five*

# 5IVE FOR WOMEN

FAITH | FAMILY | FRIENDS | FITNESS | FINANCE

## VOLUME ELEVEN ISSUE ONE

### PUBLISHER & EDITOR-IN-CHIEF

Jen Theisen

### CREATIVE

Lisa Christensen

### WEBMASTER

John Visser

### COPY-EDITOR

Teri Larsen

### DISTRIBUTION

Maureen Therou

### PRINTER

Badgerland Printing USA, Inc

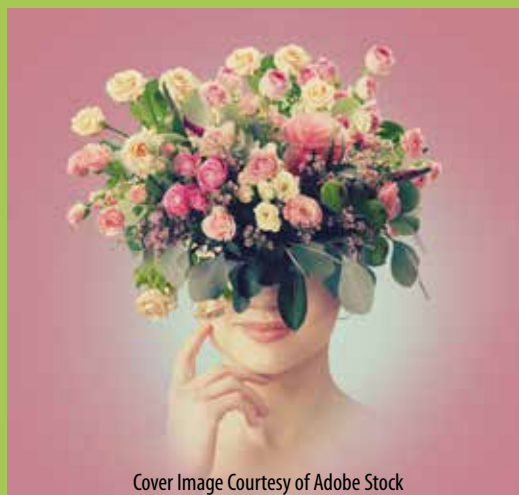
### ADVERTISING

Contact Jen at 715.379.6983

### FOR INFORMATION

On Facebook: 5ive For Women  
or email  
jen@5iveforwomen.com

**www.5iveforwomen.com**



Cover Image Courtesy of Adobe Stock



OUR DEDICATED, EXPERIENCED ATTORNEYS ARE HERE TO HELP YOU WITH  
EVERYTHING FROM BUSINESS PLANNING TO PREPARING FOR THE FUTURE

*Empowering women across the Chippewa Valley*



ATTORNEY  
MAGGIE MCLOONE

ATTORNEY  
JENNIFER N. BROWN

*Supporting you in*  
BUSINESS START-UPS • CORPORATE LAW  
PROBATE AND ESTATE PLANNING



*Supporting you in*  
FAMILY LAW • DIVORCE • ADOPTION  
GUARDIANSHIPS



**WELD RILEY** sc

a more powerful partnership

3624 Oakwood Hills Pkwy  
Eau Claire, WI 54701  
715.839.7786 • [weldriley.com](http://weldriley.com)



EAU CLAIRE • BLACK RIVER FALLS • MENOMONIE • WAUSAU

# Through the Eyes of a Child (Again)

By Katie McKy

▲ How to see the old and worn anew, and thus tender them all due gratitude ▲

Puppies and young children are joyful because all that they're witnessing, smelling, and tasting is new to them: their first butterfly, their first puddle, their first pal. This is one of the reasons why so many love to watch puppies and young children -- to behold their joy. In watching them, we

mirror before the shutter clicks. The influencer's purpose is to provoke jealousy, but why should anyone be jealous of an utterly false moment?

Not even the influencer can thrill to the moment when everything in the photo is reduced to a prop. The Parthenon?

A backdrop. The redwoods? Ditto. That sunset? Big, pretty prop. Would you even want to match, pixel for pixel, that make-believe moment, when it means spending literal years of your precious life in front of mirrors and monitors? And to support your social media addiction, you'd have to unashamedly monetize everyone and everything you're near.

When you quit or reduce your time on social media, you find more time to focus on your real life, not the make-believe lives of influencers. Then you can proceed to surpass them, not in pretty pixels, but in true pleasure.

You can start by slowing down. As we age, we tend to pursue grander and grander pleasures. Squeal-inducing trips to an ice cream shop are replaced by cruises on behemoths with water slides. Then, to surpass the floating pleasure city, you book a week at a resort where the slide takes you through a shark-filled aquarium. Contrast that with a child who will stop to savor a bitsy bush's first red leaf or a caterpillar. If you savor smaller pleasures, they're everywhere.

In my twenties, I didn't get excited about spring until the trees' leaves emerged, but spring emerges long before the maple leaves, and it's like an Easter Egg hunt, finding the small, quiet, and lovely places where the green first returns.

It helps to leave your cell phone at home. Looking at the world through your cell phone's camera means you'll see less, not more. You'll be thinking about the photos you'll share on social media, instead of witnessing things with all due gratitude.

"Don't pine for what you don't have. Be grateful for what you do have."

are also reminded of our youth, when everything was farm fresh and frothy with wonder. Is there a way to rekindle that early exuberance for life?

Start by putting things in perspective. Social media sets our life compass askew. What an influencer presents on Instagram is not anyone's reality -- not even the influencer's. The facial expressions are masks meant to manipulate, and then the posted images are digitally manipulated. The influencer or even a friend might take a hundred photos and post one, meaning they live much of their lives in front of a screen, sifting through photos and altering them. Plus, that influencer might spend an hour or more in front of a





There are other ways to resurrect a child's joy. Research tells us that one of the two factors that most determine our happiness is gratitude. Don't pine for what you don't have. Be grateful for what you do have. A toddler squeals in delight for a puppy, he doesn't pine for an elephant. A puppy whines in joy for a toddler, he doesn't wish for a bigger person. And use the word "grateful" again and again throughout your days. Hearing yourself express gratitude makes you ever more alert for moments deserving our gratitude.

The other factor that most affects our happiness is social connection. However, don't socially connect willy-nilly. Avoid toxic people, those people who don't live grateful lives, who don't live in the present, but bewail their bitter past. A friend's negativity can seep into you.

Remember the phrase, too cool for school? Remember how those too-cool kids were already world-weary? And remember how such kids scoffed at the kid who was thrilled by life? Well, find and cultivate friendships with people who are thrilled by life, who weren't too cool for school and

everything that comes after school. Just as negativity can seep into you, a happy friend's positivity can too.

Also, slow your roll. When food is set before you, gaze at it. Food is beautiful, from the creamy yellow of butter to the solid oranges of sweet potatoes to the golden-browns and reds of a pizza. Smell your food before you eat it. Then eat it slowly. Eat with gratitude.

I once walked a block with a friend, and at the end of the block, she said, "I love to walk with you because I see so much more through your eyes. I see color and light and form more fully with you."

You, too, can walk with gratitude. Imagine that you're witnessing for Michelangelo, who has asked you to walk a block and report to him all that you saw, heard, and smelled. Seeing fully isn't in an innate talent, it's a learned talent. When I teach writing, I start my students with witnessing.

"See more. Hear more. Remember more," I tell them.

But, that advice also applies to living well, not just writing well. ▲

**Call Today!**  
**715-895-6531**



**Bullis Pond Dental**

PREVENTIVE CARE • SMILE DESIGN • RESTORATIVE CARE

**3504 Oakwood Mall Drive**  
**Eau Claire, Wisconsin**  
**bullisponddental.com**

## SMILE DESIGN

Whether your needs are minimal or more extensive, a Smile Design consultation can help you understand what it may take to give you the appearance you desire.



**Dr. Curt  
Travis**

**Dr. George  
Metropulos**



**PREVENTIVE CARE • SMILE DESIGN • RESTORATIVE CARE**



# Easy—breezy Upgrades for HOME AND GARDEN

By Katie McKy

All home renovations bring dust and noise. Many home renovations entail cost overruns and missed deadlines. Stories of contractors who fail to show or fail to finish the work are not uncommon. Lastly, there's the debt that can hang over you like the sword of Damocles, for years or even decades. However, there are ways to get a lot of bang for your home-improving bucks, both outside and inside. Here are a few; pick one or two for a quick upgrade:

## Outside →

I've built three gardens that slow traffic and even had many passers-by knock on my door, requesting a closer look.

And some even said, "Gosh, I wish I could do something like this. I just don't have the vision."

Well, good

gardening isn't about creative vision. It's simply applying some basic principles. Grouping is one. Don't plant a single plant on its own, unless it's a tree, which needs room to grow. Rather, plant in odd numbers, such as three or five, and distance your plants so they won't touch until they're mature. Their mature growing widths will be on their labels. Three emerald green arborvitaes look great, either in the middle of a yard or up against a house. So do DeGroot's Spire Arborvitaes, a skinnier cousin. A huge bonus is that they remain green through a long, white winter. Ring them with rocks or pavers for the frosting on the cake.

Speaking of rocks, every comely yard needs a backbone, and bone-hard stones give a garden its spine. There's no secret to placing them, as they look great near plants, as a hard visual counterpoint to the yielding leaves, or alone. K & M Landscaping, Backyard Stone, and Red Flint Rock & Stone have good selections and friendly staffs. One huge perk of rocks is that they require absolutely no upkeep and last forever.

Add too many rocks and your garden will look like Arizona. One great way to contrast the rocks is with a mass planting of easy-care annual like petunias.

I like to use pink and white petunias or red and white. Both color pairings are easily available and affordable and both will bloom from May through November. Buy the six packs if you're on a budget. They're smaller than the singles, but not for long, and they're much cheaper.

Just as flowers and rocks offer comely contrasts, so do pruned and unpruned plants. Yews and Western cedar arborvitaes respond beautifully to





pruning. What shape? Whatever you want. Drive around town and note rounded versus linear pruning and replicate the shape you prefer.

It is said the best time to plant a tree is yesterday, and the second best time to plant a tree is today. Good news: trees respond well to spring plantings. Wanna go big? Tulip poplars grow big and fast, and their flowers are stunningly colorful and bodaciously big. I also like Celebration maples for their rapid growth rate and symmetry. The various crabapple tree varieties are among the first to respond to the warm weather. All the suggested species fare well in Chippewa Valley's climate.

Window boxes require some drilling, but make your house "Country Living cute" in a day. Buy the ones with the water reserves to reduce your time tending to them. Plant a mix of draping plants like sweet potato vines, mid-height flowers, and tall spiky grasses.

Big pots are even simpler. Consider mixing flowers, veggies, and herbs. Most veggies can be good neighbors, but some sprawl (think cherry tomatoes) like the bad neighbor who doesn't respect property lines.

Raspberries are wonderful because you plant them once and enjoy them forever. The first-year canes don't produce fruit; the second-year canes do. Then they're done forever, replaced by new canes. When the canes turn gray, cut and chuck them.

An apple tree with multiple, grafted varieties is another great option, as they'll produce four or more kinds of apples each summer and fall, ripening at different times. Bonus: they don't require another tree for pollination, as one branch pollinates another.

Home →

Painting a room is quick, cheap, and effects a major change. Consider two-toning a room, with one wall one color and another wall another color. I like subtle

differences, but some go splashy, like a red wall beside a white wall. Don't forget the ceilings. Benjamin Moore ceiling paint is as thick as molasses and gives you a perfect finish.

Updating a light fixture only takes an hour or two, can cost less than a hundred bucks, and makes a literally brilliant difference.


Big art on your walls makes a big difference. There are online companies like [allposters.com](http://allposters.com) and [art.com](http://art.com) that sell and frame reproductions of vintage posters and artwork, but some of my favorite hangings were done at B-Framed Gallery in Eau Claire.

Soft surfaces offer another opportunity for a quick upgrade. Wool rugs last the longest, but I've had good luck with cotton and polyester rugs, too. I have rugs in my home that I bought at Home Furniture 20 years ago, and they look like they're just getting started. New curtains also make a big difference, as do new curtain rods.

Want a form-plus-function upgrade? Honeycomb blinds reduce heat loss by 60% and also block the sun on July's steamy days. They're also handsome and come in every imaginable color. I hang all my own. Again, watch a video or two on YouTube.

New kitchen hardware only takes a screwdriver to install, and after it's up, you'll wonder why you waited so long.

Want to add some visual spice to your home and enjoy some shopping, too? Dell's Architectural Antiques, in both Eau Claire and Chippewa Falls, has the various bits of old homes. Something that's unexpected and out-of-place, like a piece of architectural molding on your home's new wall, is visually intriguing. For example, I have two weathervanes, a marble cornice from a building, and a big, granite, office building's finial in my home. I love them all.

I end with something big...and heavy: a big mirror. You do have to find some studs to hang a thick sheet of glass, but a big mirror changes a room, making it seem bigger...and we all need a little room to grow. 



## 10 WAYS TO CELEBRATE

SISTERS  
BEFORE  
MISTERS!

If the holiday, "Galentine's Day," is new to you, it was launched by the sitcom *Parks and Rec* -- specifically by the indefatigably upbeat character, Leslie Knope, played by the equally buoyant Amy Poehler. Galentine's Day was defined by her bestie in the series, Ann Perkins, as "uteruses before duderuses" and by Leslie as "ovaries before brovaries."

The notion of setting aside a day to celebrate one's female friends was so fetching that it became a recognized holiday, each February 13th. Whereas the rituals of February 14th, a.k.a. Valentine's Day, are well-prescribed (chocolates, flowers, and dinner OR dinner, flowers, AND chocolates), how exactly can one celebrate Galentine's Day? Here are some options:

## A Mixing Mixer

Do you have a cocktail that you already love or want to try? A must-sip martini? Your gal pals likely do, too. So, gather at someone's house for a Mixing Mixer, where you get to sample their favorite adult beverages, and they get to sample yours. A sip of this and a sip of that might tip you into tipsy, so consider combining the Mixing Mixer with the following option:

## A Canine Sleepover

The 13th is on a Monday this year, but when you're big, you get to color outside the lines, so consider a sleepover/Mixing Mixer on Saturday, the 11th, so you'll be daisy-fresh when you return to work on Monday, the 12th. Double the fun by including your dogs, and watch a movie that all will enjoy (dogs included) like *Best in Show*. Enjoy dog treats, popcorn, cheese and crackers, wagging tails, and martinis, while giggling about the frantic search for the *Busy Bee*. You might just win 'Best in Sleepovers.' Brew coffee and fry eggs and hashbrowns for all the next morning. If you don't want a Canine Sleepover, consider a rom-com sleepover. Staging the sleepover at a hotel is another option. Want to further the fun? Make the following option part of the sleepover:

## Swap Galentine Cards

Elementary schools celebrated Valentine's Day by kids decorating shoeboxes, which would then be stuffed with Valentines from classmates. You can do this too,

# Galentine's Day

By Katie McKy

but with upgrades! Don't just buy a card with someone else words and sign it. Tell each of your galentines why you treasure them. Then form a circle and read them aloud. Expect laughing and crying.

## Host a Cookie Swap

Like a Mixing Mixer, but with sugar instead of alcohol. The cookies can be Galentine's Day-themed, e.g. hearts and friendship-specific, or can simply be your favorite recipe. Print the recipes to share and make sure there's plenty of coffee, chai tea, and hot cocoa.

## Campfire

Jimmy Buffett wrote about "changes in latitude, changes in attitude." Sure, a week on a Caribbean beach can significantly upgrade your attitude, but it takes an entire day to just reach the Caribbean and another to return. Instead, adjust attitudes by simply stepping outside, which we don't do enough during the long Wisconsin winter. One of your gal pals likely has a campfire ring. If not, Menard's has them for as little as \$59.99. Urge all to dress warmly, brew coffee and cocoa, and buy s'mores ingredients. Consider





peppermint Schnapps and Kahlua for the coffee and cocoa! Then just sit and be grateful for the crackling fire, the treats, and each other.

## Coffee Date

Want something simpler? Meet at The Nucleus for coffee and chatting. Settle into one of their couches and chat the day away. Afterward, consider strolling along the Chippewa River. Cross the river on the pedestrian bridge to the UW-EC campus. Walk to the The Cabin at the handsome Davies Center for a second round of caffeine and conversation! Owen Park is on the riverwalk, too.

## Grand & Summit

Another way to mix walking and eating is by walking down St. Paul's Summit Avenue to enjoy the architecture and walking back on Grand Avenue, a mere block over and laden with restaurants and shops. Do not miss Café Latte and make your last stop Kowalski's Market, both on Grand Ave. Café Latte's pastries will delight your eyes and tongues and Kowalski's is my favorite market anywhere. It is a quality shop with a quantity of choices.

## Private Chef

If you want to skip the work of a Mixing Mixer, a campfire, or a Cookie Swap and have disposable income beyond a coffee date, consider hiring

a private chef. There are several in the Eau Claire area, with various specialties, such as Mongolian Beef and Green Onions, Lobster Colorado, or extensive vegetarian fare. You'll find them with a simple Google search. Imagine a dinner in the comfort of your home, but you don't have to prepare it.

## Go Bowl!

If you don't have the budget for a private chef or the time for a road trip to Grand & Summit, go old-school and go bowling. Both the playfully-named Bowl Winkles and Wagner's in Eau Claire are highly-rated, as are Falls Bowl and Ojibwa Golf Course & Bowling in Chippewa Falls, and Broadway Bowl in Menomonie. Your grandmothers might have bowled way back when in ladies' bowling leagues, because it was a fun way to play with your pals. Bonus: nothing else looks and sounds like a bowling alley if you've never been.

## Nails!

If you want to celebrate your friendships in a way that you'll literally carry with you for weeks, reminding you of the beauty of your friendships, schedule a group booking at a nail salon. You can leave with matching nails or use the occasion to express your differences. Vive la difference and vive la friendships! ~



MONAT's ingredients are naturally based, safe and pure for all family member's hair and skin types.

For more information on all products,  
Please contact Katie Today!



Your local MONET consultant:  
**Katie Hartsough**  
920-636-5065  
runnerhart@gmail.com



*Featuring details to  
make the space*

**Classics**  
Furniture & Lighting Design Studio  
[www.classicsfurniturestudio.com](http://www.classicsfurniturestudio.com)

715.835.4500  
2510 S. Hastings Way  
Eau Claire, WI

# A Cold Dip for Health

By Tera Busker

If you would have told me a year ago that I would be basking in the glory of icy water for my mental health, I would have told you that you had lost your marbles.

But here we are chest-deep in a 36-degree river on a 17 degree, blustery January day in Wisconsin. You may be asking yourself, "Why are you doing this?" Did I lose a bet? Was I forced to do this? Have I lost my mind? Nope, nope and on the contrary. I am doing this to strengthen my mind. Let me explain...

A few months ago, I was in a dead sleep when I shot awake at 4 am with a panic attack. My heart was exploding out of my chest, I couldn't take a deep breath, and I was soaked in sweat. Through the spinning thoughts, I remembered a post on Instagram where a woman wrote about how ice showers were the only way she could stop her panic attacks. I stumbled out of bed, ran to the shower, turned the knob all the way to freezing and stepped in.

It was like the most stupid kind of magic that I had ever witnessed. As the cold water hit my skin, everything stopped. No thumping heart. No hot flashes (duh, I was in ice cold water). And no panic. It was just me, my breath and silence.

As I went through my day, I couldn't stop thinking about how there must be something to this cold exposure thing. Everywhere I looked, cold showers, ice baths, and cold plunges were taking the internet by storm. The research was showing that 12 minutes of cold exposure per week could increase the feel-good hormone dopamine, activate the relaxing parasympathetic part of the nervous system, increase resilience to stressful situations and decrease symptoms of anxiety and depression. And when paired with breathwork, it can increase the calming effect during the cold "therapy."

So I decided to take the "plunge" and jump in with both feet (yes — pun is intended). Over the next few months, I made the cold my friend. A few times a week I would end my showers with up to 3 minutes of ice-cold water or (more

enjoyably) alternate between 10 minutes of a warm sauna and 3 minutes of sitting in an icy cold bathtub. I even had a moment when I channeled my inner David Goggins and did snow angels in my birthday suit after an hour-

long sauna. I have to mention here that I live in the middle of nowhere so I had no concern for lookie-loos. However, I may have to apologize to 3 squirrels and a crow for the 4-letter words and the view that they saw that day. Who knew snow could feel so much colder than an ice bath?

This brings me back to being chest-deep in a river. The Kinnickinnic River in River Falls is always cold. Even during the hottest part of the summer, just wading in the Kinni is torture. So why wouldn't this be the perfect place to do a plunge in the summer, right? But to do it in the winter... this was going to require encouragement and lots of support. Who out there would actually be doing this on a regular basis?

Meet the Kinni Dippers, a group founded by Dani Larsen, Jess Bergman and Aly Hargrave. They meet multiple times per week along the Kinnickinnic River to connect with others looking to dip in the icy waters. So on a whim, I found out when a group was meeting, I packed up my gear, jumped in my Jeep and headed off to become a Kinni Dipper.

The whole drive over, I listed off all the reasons why this was a bad idea. I didn't know anyone in the group. When I dipped into the cold before, I always had the comfort of my home to warm back up in. This dip would require cold, wet clothes, changing in my car and then driving back home to my warm house. Maybe I should just turn around.

Before I knew it, I was being welcomed with warm (for now) open arms, led down the banks to the Kinni and into the water. My goal was to stay in for 2 minutes, 3 tops, but as I






took in the beauty of the snow in the trees, the bubbling of the river and the encouraging conversation, 10 minutes had flown by, and we were emerging from the water.

I won't sugarcoat it – the next 2 hours were rough. I was COLD, but all the research I had read said that warming up naturally (no hot shower or sauna) was the best way to strengthen your immunity, boost the feel-good hormones, reduce inflammation and build resilience. Once I warmed up, I felt great. I felt energized, clear headed and, most of all, calm. Wonderfully and gloriously calm!

Now I won't say this is a cure for my anxiety, but I will say that cold exposure has made a difference in how I look at the difficult days and moments. No matter whether you experience anxiety or not, life will undoubtedly throw everyone a curveball at some point. Mix that with the stressors of the fast-

paced world we live in, and we need numerous tools to help us get through it all. If I can breathe, relax my mind and sit in the uncomfortableness of icy water, I can and will survive the uncomfortableness of anxiety.

Before you start any cold exposure, you should do a little research before you just jump in. A simple Google search will provide you with ways to get started safely. But just know that this stuff is ADDICTING! Before you know it, you will be up north asking your husband to cut a hole in the lake so you can "get your cold on"...on a subzero day. 



Fitnessstogo.net, created by Tera Busker, is a mobile and private studio that offers personal training, nutrition coaching and wellness accountability services. Tera believes in creating a healthy lifestyle that is easy to fit into your already busy life with fast and effective workouts, simple, whole food meals and wellness plans that are created exclusively for you and your goals!

...Editorial continued from page 6

- \* Impromptu nights out
- \* Conversations that make me laugh and cry
- \* Amazing new people who challenge me and allow me to be my authentic self
- \* A long run (which is not what it used to be, but I am no longer looking back, so I am gratefully present and happy to be out)
- \* New friendships
- \* Meditation (I said what I said. Who would have thought? I am telling you, ladies: life-changing.)
- \* Journaling
- \* Therapy
- \* A sisterhood in my friends (the tried and true who have been with me through many seasons and have not left my side)
- \* The strong ladies I have met this latest season who are powerful, courageous, brave, and inspire me

Ladies, as I begin this new year, I reflect on my life forgivingly and with gratitude. I am so lucky in my life. I will continue to live and practice (and make no mistake, it's

a practice) to be present gratefully; I will strengthen that muscle. When I must look forward, I will do so prayerfully with hope and profound gratitude for all that I have. I tell my fab five you only go around one time. Make it count. I am sharing the same with all of you. This is your life. Make it count.

Godspeed to my forever-running six-pack, two of whom have run their last run. "Fast Fred," you made me faster, and I smiled whenever I was in earshot of Fleet Feet. You always came out and shared a new training run or speed workout. Barbara, your smile and laugh were infectious; and your ability to pull off beauty and running all at once was a work of art that was not lost on me. You inspired this young mom runner when that was the only thing getting her through. Rest in peace, my beautiful friends.

The journey continues in faith, family, friends, fitness, and finance.

*Jennifer V. Theisen*  
Publisher & Editor-in-Chief

## C design Interiors & Textiles



Furniture Reupholstery  
Window Cushions

Upholstered  
Headboards

Decorative Pillows

MODERN + TRADITIONAL



TRANSITIONAL + URBAN



Custom Drapery  
Valances  
Cornices  
Roman Shades

715-416-0825 [www.cdesign212.com](http://www.cdesign212.com)

# THE BUYING POWER OF WOMEN:

## How Women Shape the Economy and Business World

By Kimberly Blaker

Women today control about one-third of household financial assets, constituting more than \$10 trillion, points out Ted Jenkin, CEO/founder of oXYGen Financial in his May 3, 2022, CNBC article, "Women are gaining power when it comes to money – here's why that's a big deal." Moreover, he says the female economy will reach \$30 trillion by 2030. These statistics reveal the crucial role women play in keeping the economy afloat—in good times and in bad.

As a result, many businesses have taken heed. Still, plenty of industries and companies remain behind the times. They fail to see the power female consumers possess.

Women have become increasingly educated consumers, and businesses that don't recognize this learn the hard way. Many women, offended by these biases, walk away from a purchase, demanding to be treated with respect.

Advertising and marketing specialists are also catching on. Stereotyping and the absence of recognizing women as potential consumers for traditionally male products are off-target, offensive, and fail to give these large consumers the information they need.

### \$ HOUSE AND HOME

Women today account for well over half of the spending on household goods and personal items. Women control most of the expenditure not only on décor, linens, and kitchen gadgets, but furniture, cabinetry, carpeting, lighting, and more.

Furthermore, women play a significant role in the purchase of real estate, the biggest investment most families make. According to the National Association of Realtors' 2020 Profile of Home Buyers and Sellers, "19% of first-time home buyers and 17% of repeat home buyers were single women," totaling 36% of total sales. Single men accounted for only 20% of home buyers in 2020.

Probably one of the most under-recognized areas of women's buying power, however, is in the tool and home improvement industry. With the surge in do-it-yourself remodeling, women have fast become one of the big spenders in tool departments and home improvement aisles. Kimberly Stevens, a staff reporter for The Wall Street Journal, explains, "We're talking buzz saws, routers and power sanders."

The growth of female tool shoppers isn't minimal, Stevens points out. A survey by the Home Improvement Research Institute, found women outpace men in their involvement in do-it-yourself projects since at least 2000. According to a female industrial designer at Porter-Cable of Jackson, Tennessee, as reported by Daily Gist, "Women are using these tools on a regular basis."

### \$ HEALTHCARE

Women's voices are gaining prominence in the healthcare industry, as well. Women make at least two-thirds of the healthcare decisions in U.S. households, according to Amy Ertel Bellcourt, vice president of corporate communications for MVP Health Plan. As a result, healthcare systems are paying particular attention by improving maternity wards and focusing a portion of their marketing on services affecting women.

### \$ TRAVEL

Women are equally important to the travel market. They now make 70% of all travel decisions. They're the larger clientele of adventure travel.

“Advertising that stereotypes women and marketing explicitly geared to male audiences don't sit well in the minds of women today.”



But business travel has also seen marked growth by females. Women make up nearly half of all business travel, according to research by Judi Brownell, Ph.D., professor of Cornell University's Management & Organizational Behavior Program.

Over 75% of women traveling on business are college-educated and abler than men to articulate their needs. They participate in more leisure activities while traveling on business. They're also much more likely to order room service while traveling alone. For these reasons, they have a significant impact on this industry.

## \$ INVESTMENT

While the percentage of women who own stocks still lags behind men, ample research has found women make better investors. In 2017, Fidelity Investments reported after analyzing more than 8 million clients that when it comes to the return on investments, women outperform men.

## \$ AUTOMOTIVE

Another area where women play a crucial role is in the automotive industry. "Women," according to a report by the National Institute of Automotive Service Excellence, "are not only becoming more influential in deciding what car to buy, they are also taking over the traditionally male-dominated responsibility of maintenance and repair." Women make up between 65 and 80 percent of auto repair and service shop customers.

Women are also responsible for almost half of new car sales and slightly over half of the used-car sales, according to Art Spinella, of CNW Research. Women influence 80% of all transactions. Not to mention, says Ford Motor Marketing, 95% of women have the power to "veto" an automobile purchase.

## \$ SPORTS AND ENTERTAINMENT

Women are not only spending increasing amounts on clothing, but on entertainment and electronics.

Furthermore, the women's sports apparel market is valued at \$26.8 billion, nearly a third of the total sports apparel market of \$80.1 billion as of 2018, according to the Euromonitor International.

What this all boils down to is that women not only keep the economy from becoming stagnant during times of stability, they keep it from collapsing during a recession. This means women are gaining the upper hand in the way the business industry treats them. Women aren't demanding preferential treatment, but they do expect equal treatment and respect.

Kimberly Blaker is a freelance writer. She also owns an online bookshop, Sage Rare & Collectible Books, specializing in out-of-print, scarce, signed, and first editions; fine bindings; ephemera and more at [sagerarebooks.com](http://sagerarebooks.com)



**ANGELL MIRROR PHOTO BOOTH LLC**

**THE LATEST INNOVATION IN PHOTO BOOTH TECHNOLOGY**

A full length mirror that offers a sleek design and a user friendly interface, communicating with guests with a touch screen of colorful animations and entertaining voice guidance.

**715-829-1278**  
**ANGELLMIRROR.COM**

**Connect With Us**  
For more information, Scan our QR code



# Foodie Forum



I am excited for 2023, and it marks some significant events for our family. Our daughter is getting married in a couple of months. I am also marking the 20th year of starting a book club, and I'm inspired to write a cookbook this year, as 40 years ago I put my first recipe in a cookbook. I submitted French Onion Soup to the Paullina Centennial cookbook, and I am calling that officially published. For this issue, I had fun updating the original recipe with miso, Gruyère cheese and ramps -- three ingredients that I hadn't heard of back in the 80s. I came across some amazing grapefruit and decided to make a Paloma. Share with me your favorite vintage recipe with a "resolution redo."

Bon appetit, Lanette

Lanette Hesse lives with her husband and three children in the Eau Claire area. When she is not computer consulting, volunteering, or enjoying outdoor activities, she loves to be in the kitchen cooking for her family and friends.



Photo Credit:  
Mary Moua

## FRENCH ONION SOUP

### INGREDIENTS

- 3 large onions thinly sliced
- 2 ramps
- 1/4 cup butter
- 1/4 cup olive oil
- 1 tsp thyme
- 1/3 cup miso (I used red)
- 5 cups beef broth
- 1 cup water
- Salt to taste
- 1 tsp sugar
- French bread (make your own or purchase)
- 1 cup Gruyère cheese, shredded
- 1/3 cup mozzarella, shredded



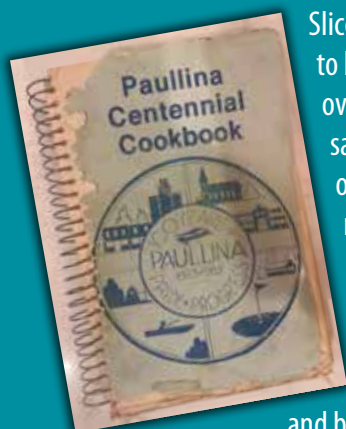
## PALOMA

### INGREDIENTS

- 2 oz tequila
- 4 oz freshly squeezed grapefruit juice
- Club soda
- 1 oz lime juice
- Spicy salt for rim

Mix and serve!

*Bon  
Appetit!*



Slice onions and ramps and add to butter and oil in Dutch oven over med heat. Continue to sauté for 15-20 minutes until onions are brown. Add broth, miso, sugar, water and salt to taste. Heat and simmer for 30 minutes. Slice bread and add bread and cheese to soup in an ovenproof bowl and broil to melt cheese.



# BOOKMARK

Book Review by  
Maureen Therou



## TIDEWATER

By Libbie Hawker

Don't let the length of this book discourage you from picking it up. You will find yourself rapidly turning the pages to see what will happen next.

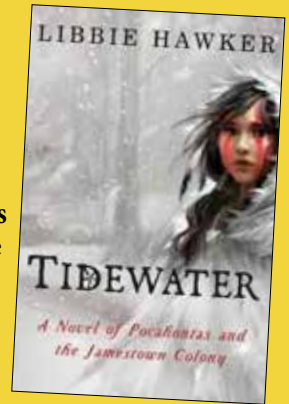
In 1607, three ships arrive on the coast of Virginia to form Jamestown Colony. Hawker certainly must have done her homework and research to be able to write this saga of historical fiction. The book points out the differences in the cultures of the English and the Algonquin Indians of the eastern coast of Virginia.

The story starts with Pocahontas still a young girl. I didn't really have much knowledge regarding Pocahontas before reading Tidewater. Pocahontas has

a real talent for learning languages and reports to her father about what is happening with the English settlers. She befriends John Smith and shares with him the "real people's"

lifestyle. As she becomes a young adult, she tries hard to do what is right for her people. The book shows both sides -- the English were not all good and the "real people" not all bad. Both sides dealt with treachery and cruelty.

You may do some soul searching as you read Hawker's account; I found the book very emotional and thought provoking.



### About the Author:

Libbie Grant was born in Idaho. She currently lives in the San Juan Islands of Washington State with her husband Paul. She has held many different jobs--zoo keeper, dog handler, book seller and a yarn dyer. Quite an interesting bunch of occupations! She writes under the pen names of Libbie Hawker and Olivia Hawker. She has written many books with the most popular being Mercer Girls.

Image courtesy of Adobe Stock

## Dentistry: Are You Missing Vital Information?

**Avoid Putting Toxic Materials In Your Mouth / Body!**  
**Doctors have said, "99% of Disease Starts In The Mouth"**  
**How Is Your Oral Health?**



*Holistic Dentistry is an  
important component in ANY  
health & wellness program*

*An approach to dentistry that promotes health  
and wellness instead of only treating "dis"ease.*

- Discover If Your Teeth Are Affecting Your Health.
- Help for Your Kids to Reach Their True Potential.
- Snoring and Sleep Apnea Solutions.
- Treatment for TMJ Pain.
- Orthodontic Alternatives to Extractions/Jaw Surgery.
- Biologically Compatible Dental Care.



Dr. Laughlin has spent thousands of hours in continuing education over his 45+ years in practice. His knowledge, combined with advanced technologies, provide the best chance to improve your oral health and positively impact your overall wellbeing.

Dr. Hasel is passionate about Holistic and Cosmetic Dentistry. He has more than 45 years experience working as a dentist, and has a deep understanding of the importance of oral health as it relates to overall health.



Call or visit our website for more info: (715) 426-7777 [www.HealthCenteredDentistry.com](http://www.HealthCenteredDentistry.com)



WINNER:  
BEST  
COSMETIC  
SURGERY  
CLINIC



*Thank You for Voting us #1*



"I want to personally thank my incredible team at Merrick Plastic Surgery. I couldn't ask for a better, more skilled, compassionate group. Our team is truly what sets us apart!"

~ Dr. Clint Merrick

**715.514.2550**

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



CERTIFIED BY  
The American Board  
of Plastic Surgery, Inc.



AMERICAN SOCIETY OF  
PLASTIC SURGEONS