

APRIL | MAY 2023
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5IVE FOR WOMEN™

FAITH | FAMILY | FITNESS | FINANCE

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RESILIENT
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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.



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EDITOR'S NOTE



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She stood in the storm and when the wind did not blow her away, she adjusted her sails.

—Elizabeth Edwards

My sweet, beautiful, brave friends, after much work and practice being vulnerable, I need to add resilience to the résumé. I am going to keep it 100 with all of you.

Recently, as I was driving away after dropping Q off at school, I looked down and realized he had forgotten his lunch. My plan was to drop it off, but first I needed to grab a coffee and run home to change, since I was wearing silk pajama bottoms, a flannel top, and a long coat that just nudged the top of my oversized moon boots (Quinn's boots actually). It was quite a sight,

I am sure of that. I was in the coffee car lane when I got the frantic-breath call; mamas, you know the call. It's the I need money now. It was the due yesterday's call, and I need it in three minutes or I can't participate. MOM, HURRY, CALL! Ladies, don't come for me. I know: let them skin their knees, don't rescue, blah blah blah—believe me, I know, it's not my first rodeo. Today, however, was not that day. I left the coffee line, since the only cash I had on me now needed to be used for the "911 call" I just got from #5. Sorry, Dunkin'. I rolled up to Regis and got out of the car—in my long silk pajamas, gorgeous size 11 men's moon boots, flannel, long coat, and of course my oversized glasses—and owned it. And that, ladies, is how you rock resilience.

Okay, it was not a big lesson in being resilient; I am not suggesting that my walking into school with pajama bottoms is some brave mom's move. Resilience, however, is active; you cannot be vulnerable or resilient without being authentic. Resilience comprises five components: self-awareness, mindfulness, self-care, positive relationships, and purpose (feelinggoodmn.org). So, on second thought, I was and am rocking resilience. Go me! But wowza, I am tired!

Elizabeth Edwards did stand in the storm, and when the wind did not blow her way, she adjusted. Her life may have looked like an idyllic success from the outside and on paper. Elizabeth was a very educated, accomplished lawyer with four beautiful children and the wife to a very successful businessman-turned-senator husband with high hopes of a run at the White House. Unfortunately, she struggled with incurable cancer and secretly helped hide her husband's infidelity. Elizabeth posted a message on Facebook the Monday before she died: ... I have been sustained throughout my life by three saving graces - my family, my friends, and faith in the power of resilience and hope. She went on to say, The days of our lives are numbered. We know that.

Elizabeth was the whisper I needed. Her words are a gift and a beautiful reminder to live your best, most authentic life. As we move into this season, let's try and practice resilience actively. I am a redheaded, hot mess; but I am proud of who I am growing up to be. Happy spring, my beautiful readers.

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

Jennifer V Theisen
Publisher & Editor-in-Chief

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PRENUPTIAL AGREEMENTS

Jennifer N. Brown, Attorney at Weld Riley, S.C.

*A*s women, we know how to plan! But when contemplating marriage, do we plan for our financial future?

While a love-filled marriage should be celebrated, marriage is also a business relationship: two people are agreeing how property and income should be held and managed during the marriage and in the event of divorce or death. Financial planning, while not part of your vows, should be contemplated prior to saying “until death do us part.” A prenuptial agreement provides a game plan for how you wish your property to be managed after the marriage.

Contrary to public perception, prenuptial agreements are not only for the wealthy. In Wisconsin, all property a couple

acquires during a marriage is presumed to be owned equally, with a few exceptions. That means, in the event of divorce, that property will be divided equally regardless of who paid for it. A prenuptial agreement can include how this acquired property will be managed and controlled, as well as each spouse’s rights and obligations to property accumulated prior to marriage. For example, a party with significant equity in a home at the time of marriage may wish to maintain that equity as individual property not subject to division in the event of divorce, even if the soon-to-be spouse plans to move into the home after the marriage. Conversely, a party may wish to be protected from the other party’s significant student loan or business debt acquired prior to marriage.

Assuming a full financial disclosure and reasonable terms, Wisconsin tends to uphold the validity of prenuptial agreements

While contemplating the marriage’s end before even saying “I do” is not the most romantic, it provides an opportunity for parties to work together to craft a plan for the future. Setting forth terms about property and income division protects both parties, and allows each party to go confidently into the marriage.

There are countless ways that a prenuptial agreement can be drafted to benefit you and your future spouse, so if you’re contemplating marriage, please contact Jennifer Brown at Weld Riley, S.C. with any questions. And, congratulations on your wedding!

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**Maggie McLoone,
Attorney at
Weld Riley, S.C.**

There are so many things to consider when you are getting married. In addition to planning for the big day and your life together, it is important to consider making an estate plan to manage things in the event one or both of you passes away. Although these are uncomfortable conversations to have, planning ahead can ease a lot of stress later on. Life is unpredictable, so it is important to ensure that your loved ones and your assets are protected when the unimaginable happens.

There are many different scenarios that can be addressed in a Will or Trust. If you have children, or are planning to, a Will or Trust can address who will take care of them if something happens to you and your spouse. Additionally, because you probably won't want a child to inherit the money outright, it can set money aside for them to ensure that they are being properly cared for. They could then inherit any remaining money once they are older.

If you have children from a previous marriage, or with someone other than your spouse, and want to ensure that their inheritances are protected, estate planning can help. Your Will or Trust can make specific gifts to those children to ensure that certain items don't go to your spouse. These documents can also be set up to benefit your spouse while they are alive and your children once your spouse passes away.

If you and your spouse own a home, it is important to plan ahead. You should consider who that home will go to if something happens to both of you. This can be addressed in your Will or Trust. If the home is only in one of your names, rather than both, additional planning will likely be necessary. For example, you may want to avoid the time and fees associated with a probate proceeding on the home to get it transferred into the other spouse's name, which would be necessary if you only have a Will. This could be done by retitling the home, implementing a transfer on death deed, or establishing a Trust.

You should also consider implementing powers of attorney for both healthcare and finances to allow your spouse to make decisions if you are unable. Under Wisconsin law, your spouse does not automatically have that right. Therefore, it is important to have both healthcare and financial powers of attorney in place so important decisions can be made without unnecessary delay.

Estate planning can be beneficial at every stage of your life, and it is very important to consider after a huge life event like a marriage. If you're getting married, are already married, or just want to plan ahead, please contact Maggie McLoone at Weld Riley, S.C. with any questions.

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RESILIENCE

Can Be Learned

By Katie McKy

Some people endure terrible losses. I spent a week interviewing one such person, a woman who'd been a Mengele twin. She survived Auschwitz because the Nazi doctor, Dr. Josef Mengele, pulled her and her identical twin sister, from the gas chamber line. They were used for medical experimentation. One twin would be injected, both twins would be stripped and seated on a wood bench, and then both twins observed through glass. Whether it was a disease or cure was never stated. They were simply meat to the Nazi doctors and nurses.

Her mother, father, other siblings, grandparents, aunts, uncles, and cousins were all walked into the gas chambers, but the sisters survived. They walked home hundreds of miles when Auschwitz was liberated, and found that their house had been ransacked by their neighbors, and their land confiscated by the government.

As she told her story, it was hard not to stare at her Auschwitz identification tattoo, turned by time into blurry, purple digits, but that purple blur didn't define her. She didn't still reside in a bunkhouse in Auschwitz. She didn't turn, again and again and again, to watch her extended family walking to their deaths. Rather, she forgave what had been done to her and her family. She would smile. And laugh. She embodied resilience.

I saw this same quality in children who'd been labeled emotionally disturbed. I worked with these children in two ghettos and coal country. Many of these angry children had been abused, sexually or physically or both, as well as neglected. They too, with a little help,

also embodied resilience, coming to me angry yet learning to smile and laugh again. I facilitated their recovery by providing a loving classroom. There was music, pets, fresh-baked chocolate chip cookies, laughter, and patience.

Not everyone is sent to a classroom with pets and cookies, but if you're an adult who feels stuck in that moment when someone hurt you or someone left you

-- perhaps in a car accident or by disease -- there are takeaways from the Auschwitz survivor who forgave and thrived, and the hurt children who became happy children.

The Auschwitz thriver chose joy. It is said that "living well is the best revenge," but she chose to live well simply for her sake and her sister's sake, and later, for her husband's sake and her children's sake.

When her children were young, a friend came to visit and her daughter, noting that the visitor didn't have a number tattooed on her arm, asked, "Mommy, where's her number?"

Her child assumed that all adult women had the number tattoo because her mother lived in the present, not the past. In doing so, the Auschwitz survivor changed her brain, from one damaged by trauma to one healed by a loving, happy life.

Brain scientists have observed the plasticity of brains -- the ability to reconfigure itself. Trauma literally changes the wiring in the brain. Love can help the brain revert to its former, healthy state. So, if you're stuck in the past, live a self-loving life.

Here's how: if you tell the story of the time you were hurt, again and again and year after year, you're

*Choose happiness by
practicing happiness,
by sharing our lives
with other happy,
hopeful people.*

engraving that pain in your brain. Remember, when you tell someone about your pain, your ears hear your words, too. Of course, it's good to grieve and to grieve fully and unashamedly when something is lost, whether it's a loved one, innocence, or anything else, but to grieve forever keeps you in your sad past. So, weep or wail, but then dry your eyes and walk on.

What helps one to live fully is noticing the beauty that surrounds all of us, whatever our finances or situation. Like a yogi aware of her breathing, be aware and grateful. I look out my window and see the smooth white of snowfalls, the ranging, stretching shapes of winter's trees, and the breathtaking blue of a winter sky.

Others might look outside and say, "Snow. I'm sick of it."

Avoid those people. They're toxic and they'll poison you. Surround yourself with people who are grateful for each day's abundant pleasures. Follow their lead to see and enjoy the world through grateful eyes.

Also follow the lead of Jesus, who, slowly suffocating

on the cross, said nevertheless, "Forgive them, Father, they know not what they're doing."

That's true not just of Roman soldiers who murdered by crucifixion, but many of those who hurt us. So much hurt happens in ignorance.

Accept that everyone and everything we love will be lost to us, one way or another. Even mountains go away one day. Saying goodbye is the price we pay for living. Self-pity for your losses makes you seem oblivious to the losses we all bear.

We don't get to choose whether and when we lose or not, but we do get to choose whether we become embittered or more compassionate. Choose happiness by practicing happiness, by sharing our lives with other happy, hopeful people. And rather than pining for someone to pity us, use your precious years to be kind, to be grateful, to be joyful. Feel the spring breeze, close your eyes, and celebrate. Adopt a puppy. Eat a chocolate chip cookie warm from the oven oh-so-slowly. Live. 💜



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TRIM YOUR WEDDING COSTS

By Katie McKy

Less spent on THE DAY can mean much more for days ahead.

I recently attended a wedding where the bride and groom traveled in a royal-looking carriage pulled by two white horses with glittering harnesses. It took them to a wedding venue overlooking Lake Geneva. A band? Of course. Catered? Naturally. The cake? It looked like it was decorated by the Fabergé egg folks. The décor? Pretty enough to make Martha Stewart say, "It's a good thing." Photographers? Two.

A week later, after their honeymoon which cost thousands more, they tromped up four flights of stairs to their apartment in an iffy neighborhood, where rents rose and rose. Sure, they had photographs, but with some wedding frugality, they could be well down the road to homeownership.

The Knot 2021 Real Weddings Study found that the average cost of an American wedding is \$28,000. Considering that the average cost of a home in Wisconsin is \$236,551, the average cost of an American wedding is 11.8% of the cost of an average home, or 59% of a standard

down payment. Consider, too, that according to rent.com, Wisconsin rents have been rising about 8.5% annually. Contrast that with a monthly mortgage, which never increases and eventually disappears, leaving you with a heap of equity and a home that you've been free to tailor to fit you.

Rather than shovel heaps of money into a single day, use that money to improve thousands of days. This will require, of course, some cuts on your wedding day, so where to begin? The Knot says that 30% of the cost of a typical American wedding goes to the venue. My sister held her wedding reception in my father's backyard. If it had rained, the barn was ready. Its old floorboards had been swept and the rafters were gussied with crepe paper streamers and lights. Lighting and décor are 5% of the typical cost of a \$28,000 wedding. About \$10 was spent on the barn's streamers and the rafter lights were old Christmas lights. The barn was used mostly for the food, as my sister got lucky and it was sunny-- perfect for the volleyball net my father had raised. The food was donated by immediate family, potluck-style. Music, averaging 13% of

the cost of a typical wedding, came from a boombox.

Off to the side, the parents on both sides gave the bride and groom two checks for \$10,000 each, a near down payment for their first home, which they bought for \$126,000. At their new home, they planted various apple trees, Asian pear trees, European plum trees, and black and red raspberry bushes, which will grow and grow and bear fruit. They have chickens, too. Their monthly mortgage payment is \$729, about the cost of a studio apartment in Eau Claire.

"It's heaven," my sister says.

Now, if you don't have a relative with a big backyard and barn, there are alternatives that cost less than many wedding venues but are still comely. One is churches. Many have adjacent, affordable halls for receptions.

Colleges or universities are another possibility; many accommodate weddings. UW-EC, on the banks of the glittering Chippewa River, plants thousands of annuals each spring. Stroll in the shade between its towering trees, with the handsome campus buildings as backdrops.

Speaking of trees and the Chippewa River, Owen Park in Eau Claire has both. It also has a bandshell for the wedding itself. The cost is stunningly cheap: \$17.00 an hour M-F and \$22.00 an hour for weekends with a two-hour minimum. Of course, Owen is one of many parks. Phoenix Park has an amphitheater with the river flowing behind it. There's also Riverview, Mt. Simon, and Carson, all with pavilions. These are just the Community Parks. There are also 19 Neighborhood Parks, like McDonough, Sam Davey, and Putnam Heights. All the Neighborhood Parks rent for \$17.00 an hour throughout the week. Reservations can be made online at eauclairewi.gov/recreation/parks-pavilions-shelters.

Chippewa Falls rents the beautiful band shell in Irvine Park for \$300 from 9 a.m. to 9 p.m. There is electricity and seating for up to 150 people. It abuts a zoo, hiking trails, and playgrounds, which provide fun for all. Menomonie has wedding venue rental options at Elmwood Park, Fowler's Court, Lakeside Park, and many more. In short, you don't have to drop \$9,000 for a beautiful wedding venue.

Another way to tap UW-EC to save on wedding costs is to hire student photographers and musicians. Call the university's respective departments to explore hiring possibilities. It's a win-win, since it gives the young artists

an opportunity to hone their craft before an audience and it lets you trim costs.

You can cut the smaller costs, too. You can find wedding invitation templates at Etsy and print your own with high grade paper that can be purchased at Amazon, The Paper Mill Store, or minted.com. Many bridal

shops sell pre-owned wedding dresses, as do websites like Still White and Nearly Newlywed. With a little foresight, you can grow your own cut flowers for twenty bucks. Marigolds, daisies, zinnias, and nasturtiums are all easy to grow and produce bountiful blooms. Instead of spending \$540 on a cake, which is the average cost of a wedding cake, buy two flat cakes from a grocery store, stack them for tiering, and decorate them with flowers.

Owning a home used to be a given for married couples, but rising interest rates and rising home prices have kept many young newlyweds

out of the market. Well, with some frugality and creativity, you can still have a lovely wedding at a beautiful place... and a home, too, with the money saved. 💕

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If you haven't witnessed, supported, or run in the Eau Claire Marathon (coming up on April 29th and 30th this year) you're missing one of the Chippewa Valley's premier events. Tens of thousands of runners, both local and from coast to coast, come to Eau Claire -- some for fitness and fun, some to simply finish, others striving for a personal best time, and still others to qualify for the Boston Marathon.

The EC Marathon's courses take full advantage of Eau Claire's charms, as you'll run alongside and over the Chippewa and Eau Claire Rivers and through Eau Claire's historic, comely downtown. There's entertainment along the way, such as local bands and choirs, DJs, cheer stations, spectator spots, and motivational signs. There are water stations and porta-potties. The EC Marathon collaborates with the police, the university, the city, Prevea Health, and other entities, and is powered by its 850 volunteers. It has also supported scores of area charities and organizations over the years.

Emi Uelmen

The EC Marathon is a powerhouse event and is headed by Emi Uelmen, the owner and Race Director. Uelmen and her father were approached in November of 2013 about taking the reins of the race. Today, her father is in more of a committee role, but Uelmen isn't alone. Besides her 850 volunteers, she has six committee members, all women.

Uelmen said, "Each committee member has an area of focus, such as volunteers, the Downtown Expo, registration, merchandise, etc., but all pitch in when needed, like awards, the finish line, the beer tent, and so on."

The committee members range in age from still-in-college to octogenarians.

The weekend involves much more than a 26.2-mile marathon. There's also a half marathon, a four-person marathon relay, a 5k, a 10k, and Cheri Uelmen's Fantastically Fun Kid's Run. The Kid's Run is an obstacle course. There's a tire hop, balance beam, spiderweb, and more. There's a half obstacle course for 2-5 year olds and the full-distance course for 5-10+ year olds.

"Youths running will receive a race t-shirt, runner's bib, a finisher's medal, and other goodies," Uelman said.

There's even a Diaper Dash for those who are crawling or toddling.

"Our youngest participants will run, walk, or crawl a short distance to earn their very own race medal," Uelman said. "Each child will receive a race shirt and bib, too."

Uelman spends the entire year working on the race, and she has to



interface with various entities, such as police departments, UW-EC, cities, and health organizations to keep the thousands of runners safe and on course.

She recruits her hundreds of volunteers in various ways. Some return year after year to witness the spectacle, struggle, triumphs, and emotions. Others are high school students looking to check off a volunteering box. Various organizations will also provide volunteers, which Uelmen rewards with charitable donations to those organizations.

Whatever their reasons, they all get to see emotive moments, such as marriage proposals at the finish line, women running their first race after overcoming a healthcare challenge, and disabled participants crossing the finish line. A team of Angels accompanies them through an entire race.

"The Angels guarantee the disabled athletes their moment of glory as they cross the finish line that so many of us take for granted," Uelman said. "Whatever your role, be prepared for a life changing experience."

Uelmen, who positions herself at the finish line to celebrate every runner who crosses it has had runners walk up to her, still panting, and ask, "When can I sign up for next year?"

Uelman was also at the finish line in 2022 when her brother crossed it in his first qualifying time for the Boston Marathon.

"Seeing him do that was the best ever!" Uelman said.

Uelman collaborates with other Midwest race directors in monthly Zoom calls, where they share their challenges and successes. As more experienced race directors once mentored her, she now gets to pay it forward. Whereas many run to compete, the race directors collaborate rather than compete.

"We all want racing to grow and become better," Uelman said. "Each marathon's success is good for all of us."

Uelmen rides an electric bike through much of the weekend, as it's quicker to be here and there and almost everywhere. Her faculty for leadership might have some assuming that she was raised to lead. She led some when she was young, such as serving as captain of her high school's basketball team, but then she married her high school sweetheart and had four kids. Those kids are one of the reasons she's juggled the hundreds of marathon balls for ten years.

"Through the marathon, I show my kids I can be a mom and a leader and a runner," Uelman said. "I can model living a healthy life and being unafraid to take on big things. I show them the importance of being in a community by raising money for organizations. I embody being proud of my city."

The Eau Claire Marathon shows all runners and spectators why Eau Claire is worthy of pride, due to courses that reveal the best of Eau Claire.

"My dad had run in Eau Claire for year and years. He knew exactly what to showcase: the rivers, the bridges, the downtown," Uelman said. "When I run, I love to look at things. Well, the Marathon gives runners a tour of Eau Claire."

If you see Uelmen on race day, you'll witness her enthusiasm, organization, and energy, but all those come into play the other 363 days of the year, too, when she's reaching out to recruit runners in various ways.

"We send out personalized emails to past and potential runners," she said. "We meet up with run clubs and tell them our stories and hear their stories."

As the Eau Claire Marathon has grown and grown to thousands of runners, Uelmen has also had to meet up with the organizations that partner with her to propose her newest ideas.

"If I go to them with a crazy idea, they know we'll back it up with sweat and that considerable thought has gone into it before we brought it to them. They've learned to trust me," she said. "I trust them in return, like the police manning the intersections to keep the runners safe."

The coordination between organizations, the lovely courses, and the outreach have worked.

"We've had runners from overseas and runners from California and Florida," Uelman said. "We've had close to all 50 states."

Kayla Loewenhagen

One of those diverse EC Marathon runners is Kayla Loewenhagen, an Agricultural Educator from Mondovi, Wisconsin. Loewenhagen started running to improve her health.

"I was 34 years old, overweight, depressed, and unhealthy," she said. "My sister had joined a group called Moms on the Run and invited me to join. She also had an Eau Claire Marathon Relay team and wanted me to be a part of it."

Loewenhagen started training, and she signed up for every 5k that year.



It wasn't easy, but she didn't quit. Like Uelmen, the source of her resilience is her family.

"I did not want my kids to continue seeing their mom as a sideline mom," Loewenhagen said. "I've never been athletic, but I didn't want my physical limitations to hinder their goals and aspirations."

Loewenhagen came to realize that running is more a test for the brain than the body.

"The thing I love most about running is the fact that it is 90% mental toughness and 10% athletic ability," she said. "I am constantly trying to compete against myself and become better than before."

The Eau Claire Marathon is a big part of self-improvement.

"I love the Eau Claire Marathon!" Loewenhagen said. "It was my first distance race. In 2016, I ran the Eau Claire Marathon Relay and was immediately determined to advance as a runner. Every year since, I have run the half marathon."

Loewenhagen stated that she'll never miss an opportunity to participate in the Eau Claire Marathon.

"The community support of this race is unmatched!" she said. "Having so many supporters along the whole entire beautiful route of the race is so motivating and inspiring. There's so much Midwestern kindness: cheering, providing goodies, signs, and the genuine support of other runners. I have run several other races, and none of them have matched the level of excitement and inspiration as the Eau Claire Marathon."

However, the best is saved for last.

"When I cross that finish line and receive that beautiful medal, I am overcome with so many emotions," Loewenhagen said. "It is that good!"

Loewenhagen wants you to run, too.

"I am always supporting and encouraging other women to run," she said. "My mission over the last couple years has been to support the women who doubt themselves. I love to run with them to be the encouraging voice when they are struggling most."

And when Loewenhagen couldn't run due to injury?

"One of the best decisions was to volunteer to help at a race I couldn't run. Volunteers are so valuable to helping with the success of the Eau Claire Marathon and are a huge source of inspiration," she said. "As a volunteer, you get to see and hear from so many amazing people!"

Want to run or volunteer? Learn more at eauclairamarathon.com.👉



Ways to Avoid Pickle Ball Injuries

By Dr. Dave Hesse

Despite being invented in 1965 and the establishment of the United States Amateur Pickle Ball Association in 1984, the game of pickle ball hasn't experienced its meteoric rise in popularity until recently. There are now professional pickle ball players, sponsored tournaments, and courts -- both public and private -- scattered over all 50 states. It is a game that appeals to all age groups, but it has gained particular popularity with retirees and people over 50 as an activity that can be both fun and recreationally rewarding.

However, with increased activity at an older age comes the risk of exercise-induced injury. According to the Journal of Emergency Medicine, 19,000 Pickle ball injuries occur every year, 90% of which are in people 50 years old or greater. While any injury is possible in any sport, a large percentage of pickle ball injuries are lower extremity injuries. One report lists the lower extremities as the most common negatively affected site, comprising 32% of all pickle ball injuries.

The most common lower extremity injuries include ankle sprains, plantar fasciitis (heel pain), Achilles tendon soreness, and calf strain. All of these conditions reflect connective tissue involvement (tendon and ligament) likely due to advanced age and subsequently less flexibility. As the age of the participant increases, so does the need for proper activity preparation.

4 Ways to Avoid Pickle Ball Injury

- **Stretch and warm up properly:** Focus on areas of your body that have been injured in the past and are likely to tighten up from activity. Engage in warm-up volleys and lighter court movements before competitive play starts.
- **Wear proper equipment:** Wear proper athletic shoes (no sandals or flip flops) and ankle or knee braces as needed.
- **Stay hydrated:** Keep water close by for adequate consumption between points and games.
- **Listen to your body:** If soreness or stiffness begins in any joint or muscle group, don't hesitate to sit out and rest as needed.

If soreness, stiffness or injury persists 24 hours after playing, rest your body, ice the sore area, apply compression and elevate the sore area (RICE) as needed. If there is still a problem that prevents playing, visit your doctor. Treatment options may include prescription anti-inflammatory medications, supportive braces or arch supports, physical therapy or even injectable anti-inflammatories. Surgery is rarely needed.

Maintain your physical wellness and have fun out there!

Foodie Forum



Image courtesy of Adobe Stock

I am so “eggs-cited” for spring and Easter. So many new chapters are being written in our family story. Our daughter is getting married in June, and what is better than brunch? Well, brunch with breakfast dessert, of course. Breakfast burritos are a great thing to have in your freezer. I folded them as pockets, so you can pop them on your toaster to heat up and crisp the outside. I paired it with my grandmother’s “special dessert” which pays homage to meringues. I’ve included my favorite tea, but you could go with a latte or mimosa!

**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

BREAKFAST BURRITOS

INGREDIENTS

- 1 pound bacon (or Jimmy Dean sausage)
- 3 cups shredded hash browns
- ½ cup diced onion
- 8 ounces shredded cheddar cheese
- 1 T butter
- 8 large eggs
- Salt and pepper to taste
- 1 cup salsa
- 8 flour tortillas

Cook the bacon (or sausage) and remove from skillet. Sauté the vegetables, then remove from skillet. Heat butter, then scramble eggs in skillet. Assemble the burritos. I fold them like a pocket so I can put them in toaster to reheat. Roll up the burritos you don’t eat that day and freeze them

in foil. Thaw burrito and toast in toaster open end up. Serve with salsa and your favorite hot sauce. I have also made 50 of these, wrapped them

in foil and served them from a roaster (I believe Wisco folks called it a bravo) for a large brunch crowd!



SPECIAL DESSERT

6 egg whites
 ½ tsp. cream of tartar
 ¼ tsp. salt
 Beat very stiff and add 1¾ cups sugar, one Tbsp. at a time—takes about 15 minutes.
 Grease bottom and sides of a 9 x 15 pan. Put in 275° oven 1 hour. Turn off oven and leave overnight. Then mix and fold in next day:
 8 ounces cream cheese
 1 cup sugar
 Mix and fold into 2 cups cream, whipped
 2 cups miniature marshmallows
 Spread over cooled egg whites. Top with blueberry pie mix or cherry pie mix.
 —Mrs. Gordon (Mildred) Gabrielson

Lanette’s Grandmother’s
Church Cookbook Circa 1976

**Bon
Apetit!**

A Resilient Business and Owner

Mickey Judkins of Details and detailsdirect.com

By Katie McKy

Shopify, which is a simplified plug-and-play website format. In other words, it is easy for nontechnical people to maintain the site. It's like the Apple of website software, in that it delivers a lot of technology but is easy to use."

The on-site staff, accustomed to describing and displaying garments, apply those skills to detailsdirect.com.

"The photographic images and the descriptions the team writes must tell each garment's story," Judkins explained. "You have to connect with people in different ways. Sometimes all you have is your voice to connect with another person."

All the shipping is done from the back of the store at 502 Water Street. The website now outsells the store, but they complement each other.

"It's a nice combination; it's a balance. When one is slow, the other is usually okay," Judkins said. "Now that people are getting out more, they want to have an experience, so they enjoy shopping in person. For a while, people were sick of sitting in front of their computers, so they were shopping less online. The two together create a balance that makes the company stronger and less vulnerable to market fluctuations."

Details and detailsdirect.com lets a shopper choose between quick and efficient online shopping and the sensual and social experience of running your fingers across fabric and collaborating with the sales staff.

"It combines what I call 'high tech and high touch,'" Judkins said.

However, online shoppers can have a bit of both if they choose.

"Detailsdirect.com offers personalized customer service if the person wants that interaction," she said. "People are surprised when a person answers the phone and takes care of their concerns. Nowadays, it can be very difficult to get a person on the phone to help you. Personalized service is our key to success in-store and we offer this service to an online site."

Judkins herself delivered that "high touch" option to online shopping in the thick of the pandemic.

"I worked remotely and managed customer service calls," she said. "As people were isolated in their homes, shopping became as much

In 2020, *Sive for Women* profiled three Chippewa Valley businesswomen to see how they were adapting to the changing conditions of the pandemic. Mickey Judkins, founder and owner of Details and detailsdirect.com, was one of them.

Details in 2020

Judkins closed Details on Water Street for about two months when the pandemic began, but continued shipping online orders from the Details website, detailsdirect.com. Judkins had done e-commerce through her website since 1995, and that allowed her to survive financially when a major portion of her business, the brick and mortar retailing, was shut down.

"Our expenses... loans, payables, insurance, payroll continued, but our revenue was largely reduced," Judkins said at the time.

She told her staff to never waste a crisis, so Judkins made new investments in her business's cyber-infrastructure.

In 2020, she said, "I've made a significant investment in upgrading our website to scale-up our online business. It's a little frightening, but we are working to position the company for growth as we emerge from this global pandemic."

Did that investment pay off?

Details Today

Judkins thought the pandemic would last a few months. Even then, the uncertainty had her considering retirement. She correctly deduced that the pandemic would change the economic landscape.

"I needed to decide if I would push forward in this new economic landscape or stop investing in the business," Judkins said. "After much thought, I decided to press on, not realizing we would battle this virus for years."

To expand and upgrade detailsdirect.com, Judkins both hired some specialists and used software that enables less tech-savvy people to interface with it.

"I have a small team that works on the website, some professionals who work remotely and some on staff who work on it each day," she said. "It is a continual process to improve the site. I invested in



about the connection as the clothes. I made lots of friends during the pandemic as we all battled fear, isolation, depression, and a need for human connection. Shopping provided a sense of normalcy to our days."

The quality of the clothing, the quality of the website, and the quality of the high-touch phone connections were a winning trifecta.

"The website exploded and we experienced tremendous growth," Judkins said. "I am happy to say we have maintained the growth as we gained market share because so many new customers found us during that time. Women who had rarely shopped for clothes online learned how to do it and found it a convenient and easy way to shop."

It was hard work for Judkins, but worth it.

"I never worked harder than I did during these times, but it was rewarding," she said. "I think I appreciated everything more than pre-pandemic times."

Detailsdirect.com has built a loyal customer base, just as Details the store has.

"Many customers find us because they are looking for a popular brand or designer that we carry," Judkins said. "Once they find us, we hope to make their shopping experience fun and successful, so they keep coming back over the years. We have established a trust relationship with customers all across the nation."

Judkins believes that the pandemic was a precipitator of positive change.

"I actually think this crisis has created an opportunity to conduct business in a smarter way," she said. "However, many industries are trying to return to the old processes that are less efficient and less

productive. Embracing change is a good thing, but something people resist."

And Judkins doesn't hesitate to acknowledge that her people enabled the upgraded technology to succeed.

"I'd like to thank my staff for their contributions to our success and the customers for staying with us and supporting us financially, even when I knew they didn't really need anything," she said. "They were just helping the cashflow during the crisis. It takes a community, and we love being part of a caring community."

It wasn't just the business model that changed. Judkins changed, too.

"I adopted some new habits. I think I am a more relaxed boss. I try to look at the big picture and not 'sweat the small things,' although we do need to pay attention to the details of the business," she said. "I will always wear masks on airplanes to avoid the spread of colds and viruses. I think it is a good practice. I will continue to try and simplify my business and my life. I hope I put more attention on the important things in life such as people and my time with them."

Resilience

In the end, Judkins embodies resilience, which the dictionary defines as "the ability to respond to change and adapt to challenging life experiences or difficult situations."

"We were fortunate to persevere through the pandemic, but we all worked very hard to survive and we managed to flourish," Judkins said. "I am grateful to my team who helped us navigate the changes. Many companies were not as fortunate, and I am aware that the outcome could have been very different." ♥

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