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# the **Wedding** magazine



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Congratulations, and welcome to the 2009 issue of *The Wedding Magazine*. Becoming engaged to be married is so exciting! As a new bride-to-be, you have a vision of your perfect wedding day. Although, as you're probably discovering, there are details upon details that go into planning that special day. We know the kind of effort it takes to plan a wedding, and we know it can seem overwhelming. That's why our goal in producing *The Wedding Magazine* is give you the information you need—all in one place.

From the *Trend Report* to the *Reception Guide*, we have devoted this issue to the many details that go into planning your wedding. We want to give you everything you need to make your wedding unforgettable. Brides tell us they keep *The Wedding Magazine* in hand as they create the day they always envisioned. We invite you to do the same.

In the end, it is the little things that will make your wedding day memorable. So embrace the details in your planning. Have fun. And know that whatever way you choose to celebrate your wedding day, it is one more step along the path to making your wedding as memorable as you could have dreamed. Enjoy every minute!

*Diane Nancy*

# the Wedding magazine

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## Wedding Planning 101

### Upon engagement: Who, what, and why?

- Determine guest count
- Establish your budget and put it on paper
- Choose which season for your wedding
- Determine your wedding style

### 6-12 months: Where, when, and who?

- Choose a date
- Book your reception location
- Select your ceremony/officiant
- Choose bridal gown and bridesmaid's attire
- Choose groom's and groomsmen's attire
- Interview and choose your photographer
- Interview and choose your videographer
- Choose and book your reception and cocktail-hour entertainment
- Choose and book your ceremony musicians
- Choose and book your florist
- Choose and book your baker
- Choose and book your caterer
- Begin your gift registry
- Choose your rehearsal dinner site
- Book your transportation
- Select and make deposit on rentals

### 6 months to wedding day: How?

- Design wedding details (pull photos, sketch, and find inspirations)
- Create order of ceremony (music, vows, readings, etc)
- Select menu, beverages, appetizers, and order of service
- Design the reception room layout (guest tables, head table, cake table, escort card table, gift table, etc)
- Meet with baker to design wedding cake or dessert

### 4 months to wedding day: How?

- Design and choose flowers for your wedding ceremony and reception
- Select music for the ceremony and reception
- Finalize hair and make-up appointments
- Design, select, and mail invitations (two months prior)
- Design other stationery: program, place cards, menus, and signs

### 1 month to wedding day: How?

- Have final gown fitting
- Meet with photographer to go over all details
- Meet with videographer to go over all details
- Finalize all rentals (color, quantity, items)
- Coordinate rehearsal details with officiant
- Finalize guest count and tell baker, caterer, reception hall, and florist
- Have final meetings with all businesses
- Create wedding-day schedule, and mail to everyone—businesses and wedding party

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— Beth P.

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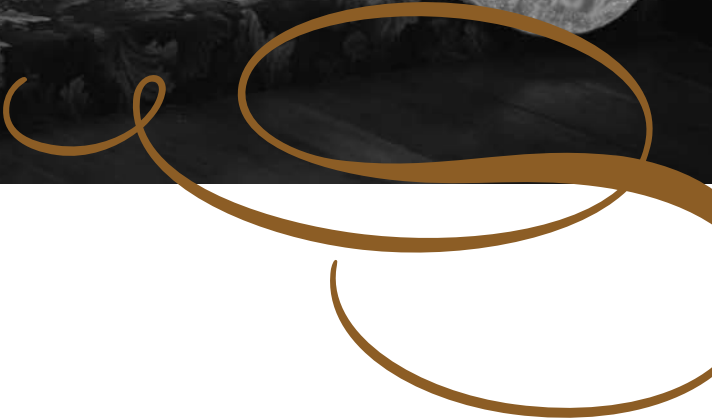


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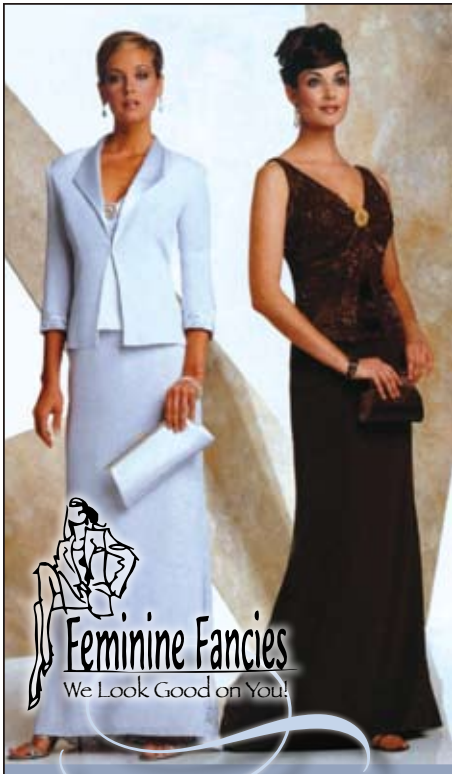
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# Your Wedding Budget

Before you begin planning your wedding, you should establish a budget. You may be surprised at how quickly the wedding costs add up. To avoid surprises, create a realistic budget to use as a guide.

The averages below are meant as a guide for planning a \$25,000\* wedding. Your budget, guest count, and type of wedding will vary, but the percentages allowed are rather consistent. This does not include your honeymoon. Outdoor, tented weddings will cost more due to all of the rentals needed.

\*The average cost of a wedding in the U.S. is \$27,800. Source: Survey by The Knot.

- 44% **Reception — \$11,000**  
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- 20% **Photography/Videography — \$5,000**  
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- 10% **Flowers — \$2,500**  
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- 6% **Wedding Apparel — \$1,500**  
Gown, headpiece, alterations, hosiery, and shoes
- 5% **Rings — \$1,250**  
Wedding bands (not engagement ring)
- 4% **Music — \$1,000**  
Ceremony and reception DJ or band
- 3% **Invitations — \$750**  
Wedding stationery, postage
- 3% **Miscellaneous — \$750**  
Favors, marriage license, guest book, hair and make-up, and attendant gifts
- 3% **Transportation — \$750**
- 2% **Wedding décor — \$500**  
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# YOU AND YOUR *Jewelry* — ONE OF A KIND

By Gayle Edlin

Since you may not quite know how to express your ideas, an experienced jeweler helps you create a custom design by asking the right questions.



© Dawn Marie Photography

One of the most memorable moments of the wedding day is the exchange of rings. A physical embodiment of the vows that have just been spoken, your rings sparkle with promise and glow with presence. As for the jewelry itself, more and more bridal couples are infusing their rings with elements of their own personality and the uniqueness of their love in creative ways.

## One-of-a-kind

According to Al Louis of Designing Jewelers in La Crosse, about three-quarters of couples want to have a part in designing their wedding rings, with a particular focus in women's bands. "Many companies don't offer a matching band to go with the engagement ring," he explains, which creates a great opportunity for personalization and designing a one-of-a-kind ring.

Louis says that while current wedding ring design is pretty much "anything goes," more people are buying a single, larger diamond instead of a bunch of smaller ones. White gold and the filligree look are very popular now as well.

## A girl's best friend

Diamonds, of course, never go out of style. They are both traditional and modern, with round currently being one of the most in-demand shapes, according to Paul Finch of Cory Smith Studios in Genoa. Also, the prong-mounted style is being replaced by bezel settings, where the diamond is set into the metal, placing it more level with the surface of the ring.

## Experience counts

But how do you get from wanting to create special jewelry, just for you and your fiancé, to the actual design? You might love the idea but not know where to start. And it may seem like "too much," especially with all of the other wedding preparations. The only work you really need to do, though, is to find a jeweler who will work with you.

Since you may not quite know how to express your ideas, an experienced jeweler helps you create a custom design by asking the right questions. As Finch puts it, "Most people do know what they want—they just haven't seen it yet."

## Reduce, reuse, recycle

Recycling, a very modern trend, extends to jewelry, too. More people are using stones or metal from an inherited piece and incorporating it into their wedding jewelry. This allows them to seamlessly blend old and new, add sentiment and value, and create a unique treasure with many levels of meaning.

## Get the set

While the primary jewelry interest for most couples is the wedding bands, Finch has also completed entire suites of jewelry for some brides, including pendant earrings. He notes that non-traditional brides, in particular, tend to express an interest in design and symbolism and are more likely to opt for an entire jewelry set.

Having an example of what you're interested in can help, and be sure to ask questions of jewelers you are considering. Your vision can become a beautiful reality through his or her craftsmanship. 🌿

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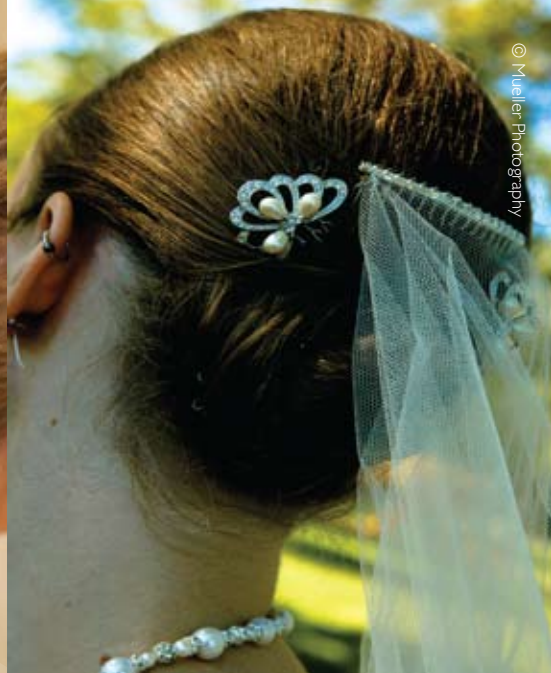
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# IT'S IN THE *Details*

Bridal hairstyles that leave an elegant impression



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# ACHIEVING A FLAWLESS *Face*

By Deb Stover

If you're getting the right amount of sleep, taking care of your skin, and eating right, chances are your face will be at its best for the most important day of your life.

Let's face it. Your wedding day is the day that you want to look your best, and sometimes your skin just doesn't cooperate. How can you make sure you look the part of the glowing, blushing bride? A few simple steps can assure you of clear success.

## Plan ahead

"A good skincare regime, diet, and plenty of sleep prior to the wedding day is the best," says Suzette Everson of Studio 4 Eleven, a Merle Norman studio and salon downtown. "The most important advice is to get plenty of sleep because it re-energizes everything."

But sleep isn't the only factor. Marty Landry, a nurse and aesthetician with Keil Clinic, says it's important for brides-to-be to cleanse, tone, and moisturize regularly. "Depending on what a bride's skin has been like, I would advise she stick to her regular routine," says Landry. "Any dramatic changes may cause the skin to react before it calms down."

What goes into your body is equally as important as what goes on your face. "Simple, natural eating is best, too, especially with stress," advises Landry. "Eat vegetables, fruits, lean meats or proteins, and drink lots of water. Stay away from soda pop."

Often, brides schedule facials, eyebrow waxing, or other skin treatments to enhance their look. But, Landry advises doing these two to three days before the wedding as skin can be irritated by these procedures.

## The big day

Whether you choose to have your makeup professionally applied on your wedding day or do it yourself, you'll want to start with good skincare—using a mild cleanser, toner, and moisturizer. Don't skip toning, says Landry, "It prepares skin to absorb and maintain moisture better."

From there, both Landry and Everson agree that a light, natural makeup application using mineral powders is best to achieve an elegant, classic look. "The new mineral powders are very popular with people who do not like the feel of foundation," says Everson. "You can get the same coverage with a flawless look." Landry agrees, "I can customize mineral makeup to match the skin impeccably."

## Blemish alert!

Sometimes, no matter how hard you try, things don't go according to plan. What

happens when that dreaded pimple appears? Or the light glow you were trying for turns to sunburn? "If you have break-outs do not pick at them," Everson says. "Use a product that will dry them up." Concealer, she adds, helps cover acne and dark under-eye circles.

For sunburns, washcloths soaked with lemon juice and cool water help ease the burn. Follow with moisturizer, "or just stay out of the sun," Everson stresses.

In the end, if you're getting the right amount of sleep, taking care of your skin, and eating right, chances are your face will be at its best for the most important day of your life. ✨

## A few other rules of thumb are:

- Make sure your foundation matches your skin tone.
- Emphasize your best features, usually eyes and cheekbones.
- No dark eye shadows, liners, or blushers.
- Soft colors achieve a soft glow.
- Set your make-up with a dusting of powder.

# Wedding Wellness

## BEING YOUR BEST MENTALLY AND PHYSICALLY

By Fran Rybarik

If you're like the majority of brides today, your big day will start early and end late. So it's important to remember to eat, drink lots of liquids, breathe, and wear comfortable shoes, because you can't run a marathon on an empty stomach—or in 4" spike heels. Being at your best both physically and mentally is important to help you make it down the aisle and cross the "finish line."

### Train for your wedding marathon

Cory Cripe, a certified exercise physiologist and owner of Cripe Sport Performance, says planning your wedding is like training for a marathon—physically and mentally. As a personal trainer, he sets up training programs personalized to his clients' needs in their homes or at a local gym. Besides helping athletes train for sporting events, he helps people get in shape for reunions, vacations, and weddings. "The wedding or honeymoon may trigger a bride or groom to get fit, but my goal is to make training fun and varied so that it continues to be part of their daily lives," Cripe explains.

One couple he worked with planned an elaborate wedding that started for the bride at 7 a.m. the morning of the wedding with hair and nail appointments and ended with the last dance at 3 a.m. the next morning—longer than the Boston Marathon. "She needed a lot of energy and endurance to maintain that pace. Training really helped her out," Cripe says.

### Get on the same page

While being fit and looking good is important, Life Coach Nancy Noelke believes the key to a successful wedding is balance. "A wedding is more than beautiful flowers and a tasty cake," says the owner of Nancy Noelke Training and Coaching. "The challenge is balancing everyone's high expectations with what is meaningful for the bride and groom."

For that to happen, your expectations and your groom's should mirror your commitment. "It's important that the bride and groom plan a celebration that reflects their intentions and commitment to each other," Noelke says. "They should ask each other, 'What do you want from our wedding day?'" That piece of advice becomes critical as the number of people involved in planning your event increases—including wedding planners, ministers, reception site contacts, dress shop clerks, musicians, florists, and bakers. And that doesn't even take into consideration family members.

### Manage stress

Stress management can also help you achieve balance. Noelke advises keeping up practices that help you in daily life—journaling, exercise, or naps—throughout the process, particularly the week prior. "Set realistic goals and use the week before the wedding to rest, relax, and eat well," she says.

Cripe agrees and adds, "A workout session will relieve some of the stress, give your brain a break from all the details, and increase your energy—all good things."

On the day of your wedding, Noelke and Cripe suggest the following:

- Don't overdo at the rehearsal dinner.
- If you don't have a wedding planner, delegate wedding-day details.
- Expect the unexpected—anything from fainting attendants and tripping on the bride's train to missing rings and the wrong color linens are possibilities.
- Remember to eat, drink lots of liquids, breathe, and wear comfortable shoes.

And don't forget that the wedding is just the beginning of your marriage. 🌸



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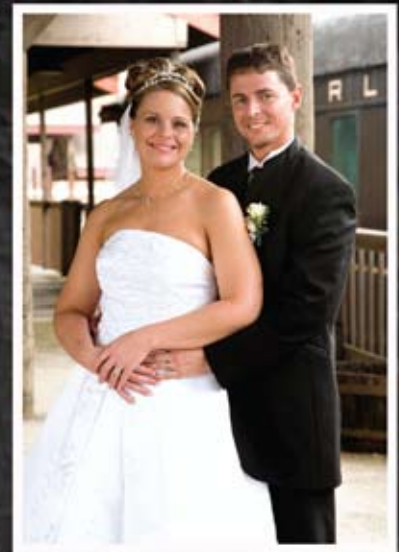


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# A Memory TO CHERISH

Jill (Giudice) and Chris Gregor, July 12, 2008  
© Janet Mootz Photography

The wedding party stayed at the Bentley Wheeler Bed and Breakfast on Cass Street, giving our party and their families a sense of togetherness. The girls were in the main house and the boys in the guesthouse. I stayed in the ballroom suite and felt like a princess that day.

The day of our wedding, we were transported everywhere by train. The ceremony was held on the deck outside Pettibone Resort alongside the Mississippi River—it was the perfect place for the beauty and splendor of our event. After, guests made

their way to a tent set up on the lawn for cocktails, hors d'oeuvres, and live music by the Rosewood Trio. At this time, guests were encouraged to use watercolor pencils to color in a square on a large drawing I made of the tree where Grandpa proposed to Grandma 54 years prior. At home after the wedding, I used water to turn the drawing into a painting from which we made magnets. It became the front of our thank-you cards so guests could keep a copy of the artwork they helped create.

After cocktails, dinner was served inside. Our décor included frames, handmade

by my dad and hand-painted by my art students from Washington. The frames held black and white photographs. On the backs were guests' names and a quiz question. Instead of having guests clink their glasses for us to kiss, we challenged them to answer the questions on the back. If they answered one correctly, we kissed.

After dinner, we surprised guests with a variety of pies from Norske Nook in Osseo for dessert, instead of cake. Then, we danced our way into the evening. Our wedding was an amazing memory we will cherish forever! ❁





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# THE STORY OF *Us*

Danielle (Boland) and Brandon Ribordy, June 14, 2008  
© Bruce DeFries Studio Group

A wedding is a time to share, with friends and family, the story of the two of you. Our venue allowed us to create an intimate surrounding that did just that. We chose the La Crosse Country Club because of its beautiful, intimate outdoor setting and wonderful staff. My wedding planner was able to transform the outdoor setting with an aisle strewn with rose petals and a beautiful arch of pink peonies—the perfect place for us to exchange our vows. Tents billowing with pink fabric were the location for cocktail hour.

When deciding the feel of our wedding, we wanted guests to share in our memories and be able to take a piece of our wedding home with them. The Traveling Photobooth, where guests could have fun having their picture taken in a photo booth, did just that. Guests took home one photo strip of themselves and the other went in a guest book they could sign. The day after our wedding, Brandon and I had so much fun laughing at all of the wonderful pictures and fun words of wisdom.

Our guests also loved the dessert bar—complete with chocolate fountain, tiny cheesecakes, pink marshmallows, and fruit for dipping. Because of our attention to detail and our creation of a warm atmosphere, guests were able to let their guard down and really have fun. Our wedding allowed us to share with our guests the things that make us a couple—a fondness for memories, the outdoors, romance, and a weakness for the sweeter things in life. The realization of our vision was a beautiful image that will be a part of our memories forever. 🌿



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# AN AFFAIR TO *Remember*

Jessica (Mootz) and Adam Bezemek, July 26, 2008  
© Mueller Photography

Unique. That's what we wanted our wedding to be. Adam and I wanted to express our personalities and give our guests an experience they would never forget. At the same time, it was important to us to incorporate family and tradition. This proved challenging, yet fun.

It all started with the dress—antique ivory and old fashioned—so, we centered the rest of the design elements of the wedding on a vintage theme. Our love for Frank Sinatra also had a huge impact on the wedding. Initially, we wanted his songs played by a pianist during the first part of the evening, but my Dad found a Sinatra impersonator to play with a big band. At that point, everything centered around Sinatra and the '40s and '50s.

Our florist and our wedding planner created the kind of lounge atmosphere at the reception that Sinatra would have performed in back in his day. We had dramatic centerpieces of feathers, palms, and orchids paired up with a cascade of candles and vintage lamps set on tables done in rich, chocolate-brown linens with gold napkins. Ambient lighting and ice sculptures for our martini bars and ice cream buffet also set the mood. We had a traveling photo booth where guests got their picture taken, kept a copy, and we got one in a scrapbook alongside which guests could write us a note.

Our wedding was a fairytale we could never have envisioned. The ceremony was beautiful and traditional, and the reception was unforgettable. The dance floor stayed packed. Everyone loved the Sinatra impersonator and the DJ from Music Mix. The two different types of entertainment kept our guests energized. It was a unique and memorable day that Adam and I and our family and friends will never forget. ✨





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Our Story—Real Couples

# A WINTER Wonderland

Angela (Osgood) and Dax Connelly, January 5, 2008  
© LuAnn Dibb Photo

Dax and I got engaged on a beautiful summer evening at sunset. After we shared our exciting news with family and friends, we opened a bottle of wine to celebrate and began discussing our hopes for our wedding day. Initially, we thought it would be romantic and exciting to have a destination wedding and get married on the beach. But after discussing our idea with family and friends, we quickly realized this would not be possible for us. Within a few days, we had a new plan that was just the opposite—a winter wedding in Wisconsin.

The day was absolutely perfect, with the temperature in the upper '40s and beautiful sunshine all day. For us, the highlight was meeting privately in Pettibone Park by the gazebo before the ceremony. Our photographer captured the moment we first saw each other that day on film. Afterward, we went back to the church where we completed the wedding party and family photos.

Following our ceremony, the entire wedding party was transported to Riverside Park for outdoor group photos. We had so much fun! Never in a million years did we think our wedding day would involve a snowball fight and ducks waddling out of the Mississippi River to follow our wedding party throughout the park.

The lively spirit continued at the reception and was enhanced by beauty. The tables were covered with teal table runners and we had fuchsia long-stem roses for centerpieces. Soft white candles accented the tables along with queen amaze rose petals in a mixture of soft white and fuchsia. White lights accented the reception hall and provided a very romantic, soft atmosphere.

Neither of us imagined a winter wedding, but after having one, we wouldn't change a thing. ❀

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**Jill & Chris Gregor**, pg 31  
July 12, 2008

**Local businesses used for the wedding:** Janet Mootz Photography, Pettibone Resort, Sunshine Floral, Norske Nook in Osseo



**Danielle & Brandon Ribordy**, pg 33  
June 14, 2008

**Local businesses used for the wedding:** Weddings by Nancy, Bruce DeFries Studio Group, Monet, Topps Elite Tent, The La Crosse Country Club, Charlotte's Bridal, Music Mix



**Jessica & Adam Bezemek**, pg 35  
July 26, 2008

**Local businesses used for the wedding:** Mueller Photography, Weddings By Nancy, Monet, Black River Ice, Interstate Sound LLC, Music Mix, The Wedding Tree, La Crosse Center, Radisson, La Crosse Queen, Ultimate Salon & Spa



**Angela & Dax Connely**, pg 37  
January 5, 2008

**Local businesses used for the wedding:** Luann Dibb Photo, La Crosse City Brewery Hospitality Room, Cottage Garden Floral, The Wedding Tree, Scott Joseph Menswear, Sue Kolve's Salon & Spa, Cedar Creek Country Club

View more photography by Atypik Studio on pages 13-20

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## THE ART OF TELLING

# Your Story

By Martha Keeffe

Weddings are full of spontaneous moments—moments that, through the eye of a camera, can capture the true essence of the day and be remembered, re-awakened, and shared together over a lifetime. With a bit of research, you and your groom will discover how to preserve those memories in a way that not only suits your individual tastes, but also visually recalls the moments as they happened.

### Document your day

Photojournaling, though not a new concept, remains a popular method of

chronicling the events of the day in a sequential, artistic, yet casual style. Beginning with the pre-ceremony preparations, the photographer shoots the entirety of the festivities from the ceremony to the reception, up to the last dance.

What Luann Dibb, a professional wedding and portrait photographer from La Crosse, loves about her job is being free to watch the romance and celebration of the day literally unfold in front of her camera. “You are not making up a story,” she says, “but telling their story.” The end product, then, is less a collection of posed photos, but

rather a historic account of the day revealed in a relaxed, spontaneous manner.

### Special memories with stills

Often considered old school, stills or posed photographs are often neglected in order to accommodate the newer trends in wedding photography. “However, two months after the wedding you don’t want to find yourself saying, ‘Oh my gosh, we never got that picture with Aunt Sue,’” says Dibb.

Francis Lauper of Lauper Photography in Arcadia agrees. Though the casual nature

Whatever photographic style you choose to represent your big day, remember it reflects your individuality.



© Millennium Memories



© Tiffany Brubaker Photography



© Dawn Marie Photography



© Dawn Marie Photography

of photo-journaling is appealing, it's often the stills that have the most meaning. When you bring together people who are special to the couple, says Lauper, you are bound to create a moment that is priceless. "I love to do it," she adds, "Every wedding has some photo that shows emotion and makes me cry."

### On the big screen


To create a keener sensory keepsake that keeps those emotions alive, a video version

of your wedding day is perfect for blending together the visual with movement and sound. "A video tells the whole story," emphasizes Jan Arden of Artistic Video Productions, based in La Crescent, and we have the skill and technology to give the client the highest quality work possible."

Filmed using docu-cinematic photography, the videographer combines documentary style photography with cinematic artistry. "People are really catching on to it," comments Arden. "It has a wide appeal for

basic presentations as well as more elaborate tastes." In addition, their work is shot in high definition and produced in widescreen—a testament to their commitment of moving forward with technology.

### Remember forever

Whatever photographic style you choose to represent your big day, remember it reflects your individuality. "Your wedding is unique," says Lauper, "let the pictures make it timeless." 

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# Uniquely Yours...

By Emily Ties and Deb Stover

If you have a favorite color, making that color the focus of the floral selection is a striking way to shift from traditional décor.

One of the most important aspects of creating the wedding day of your dreams is choosing flowers that complement your vision. Now more than ever, individuality rather than tradition is key when selecting flower décor. Today's couples have free reign to select colors and textures that truly represent their style. Whether this means choosing wedding-day décor based on a favorite color, or incorporating non-traditional flowers or even non-floral items, these options can evoke a certain ambiance, helping set your wedding apart.

## Monochromatic beauty

If you have a favorite color, making that color the focus of the floral selection is a striking way to shift from traditional décor. "Most brides arrive at their color scheme by choosing their favorite color, seeing pictures in magazines, or from weddings that they have attended. They have a color in mind before they come to see me," says Brooke Moersfelder of Flowers by Guenther's.



© Millennium Memories



© Tiffany Brubaker Photography



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© Tiffany Brubaker Photography



© Millennium Memories

Using a single color or multiple shades of that color in a monochromatic way serves to enhance an event with its stunning look. Ben Skemp of Monet Floral suggests using color as accent. “The bride is the centerpiece with her bouquet and the bridesmaid’s colors are chosen to complement her,” Skemp stresses. “With the flowers, we pick arrangements that don’t match but strike an interesting contrast.”

### Creating a mood with hues

Another option is choosing flowers based not on one favorite color, but on your love of colors and the mood they set. The floral presentation should accent the color scheme of the wedding and can set the mood for the theme, according to Nancy Strong of Sunshine Floral. “Flowers can enhance a romantic theme with soft pallets of colors: shades of light pinks, lavenders, ivory, peach sorbet, and soft yellow. Or, you can go for the contrast of color: bright neon green with splashes of color like hot pink, orange, purple, and yellow.”

Weddings today can even feature different flower schemes from the cocktail reception to the dinner. “In trying to create more interest for the guest, a bride might have her cocktail area in hot pinks with creams, and the dinner area in more subdued and elegant creams and whites. Two different looks to create two different moods,” says Skemp.

In the end, says Strong, it’s your special day and you should do what you want. “Maybe you’re getting married in winter and you want to have the soft hues of blue for the bridal party, but at the reception, you want to reflect the fun tropical colors of a winter getaway. Go for it. Your flowers should help set the mood” she says.

### A favorite flower

If you have a favorite flower, why not make that bud the staple of your floral décor? Love Gerbera daisies? They can be the simple focus of everything from your bouquet, to the boutonnieres, and table arrangements. This is an easy way to allow guests insight into your personal style. But having your heart set on just one type of flower can present certain challenges. Although the range of colors your favorite flower may come in could be an issue, seasonality isn’t these days, as long as there’s room in your budget.

“We can get any flower at any time of the year,” says Skemp. “With greenhouses, a winter bride could have tulips if that is what she wants.” In contrast, Strong recently did a summer wedding with traditional winter flowers. “It was just stunning,” she says.

Besides the visual aesthetic of a favorite flower, different flowers have different meanings. Choosing buds based on their meaning can be a wildly romantic, symbolic way to represent your love. For example, bittersweet

means truth, bells of Ireland stand for good luck, and forget-me-nots represent true love and memories. The ambiance evoked by selecting a certain flower is a special secret that you can share on your big day.

### The little extras

Many brides are also taking advantage of the trend of adding non-floral items to their flower arrangements—bringing different colors and textures to the decorations. Strong loves working with seasonal arrangements like fall mums and winter evergreen and berries. Seed pods, curly willow, and even fruits create visual appeal.

Moersfelder says a fun trend is flower jewels, which can add glitter and elegance. “The florist decorates the flowers either in the middle or up the stem with jewels, like rhinestones and pearls, with the bride’s new last name initial.”

### Timeless beauty

Besides knowing what you want for your big day, it is essential to pick the right florist—one who is open to your desires, learns your style and works to truly make your vision come to life.

Skemp says a good florist should aim to make the bride look her best. “Pictures of the wedding are forever, and the look should be timeless.” 🌸



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# Unique Blooms

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Season: November-April  
Colors: White, yellow, apricot, orange, pale pink, dark pink



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## HYDRANGEA

Season: July-November  
Colors: White, green, pink, burgundy, purple, blue



Hydrangea

## ALSTROEMERIA

Season: Year round  
Colors: White, yellow, orange, pink, red, lavender, purple, flecked  
Nickname: Peruvian Lily



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## CALLA LILY

Season: Year round, winter to late spring is the peak  
Colors: Ivory, yellow, orange, light pink, dark pink, red, dark burgundy  
Nickname: Arum Lily



Calla Lilly

## GLORIOSA LILY

Season: Year round  
Colors: Red with yellow edges  
Nickname: Rothschild Lily



Gloriosa Lilly

## SAFFLOWER

Season: Summer  
Colors: Yellow, orange, red



Safflower

## CALYCINIA

Season: June-September  
Colors: White, light-pink, and tinted hot-pink



Calycinia

## FIDDLEHEAD FERN

Season: April-July  
Nickname: Ostrich Fern



Fiddle Fern

## COBRA LILY

Season: March-November



Dahlia

## GOMPHRENA

Season: Mid summer to early fall  
Colors: White, red, purple, and different shades of pink



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## WAXFLOWER

Season: May-December  
Colors: Natural and tinted colors



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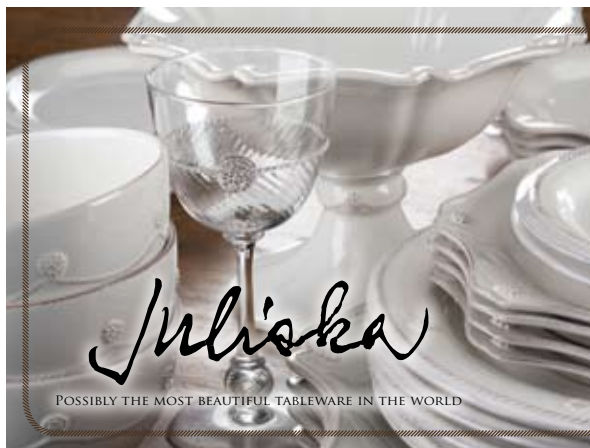
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A LITTLE

# Taste

OF HEAVEN

By Theresa Washburn

Wedding Cakes Plus by Margaret Ann

**W**hat your guests will discuss long after the “I dos” have been said, the bouquet has been tossed, and they’ve danced the night away is not what you’d expect. It’s not what you looked like that day, or which long-lost friend they saw at your wedding. No, what’s most often remembered is the wedding cake.

For many years, with pasty and tasteless fondant frosting, having a beautiful cake didn’t necessarily mean having a tasty cake. But today, with new frosting options, enhanced décor like cake jewelry, and trends that are changing the definition of wedding dessert,

there is definitely a marriage of beauty and taste—ensuring your guests will leave with a little taste of Heaven on their lips and something sweet to talk about.

### Not so traditional

Trends for traditional cakes are changing. With cake jewelry, flowers, delicious fondant frosting, unique flavors, and gum paste available to bakers, there is virtually nothing that can’t be done to enhance the beauty and taste of a wedding cake.

Known as cake jewelry, flowers, vines, or sprays made with fake

Your guests will leave with a little taste of Heaven on their lips and something sweet to talk about.



# 10 Tips

for Tantalizing Desserts

Sources: Kasha Dombrowski of Kasha's Sugar Art and Richard Klindworth of Hackberry's Restaurant and The People's Food Co-op.

1. Be honest about the budget. Bakers can work within any budget and be creative, but they need to know budget up front.
2. Keep it elegant but realistic.
3. Put emphasis on eye appeal. Putting a beautiful cake or dessert selection on a dressed table with a plateau and decorations transforms the beauty and is far more noticeable than one on a flat table.
4. Always ask for samples so there are no surprises.
5. Think outside the box. Look at magazines from other countries. Find trends in unique places.
6. Make sure the cake fits the season/weather. For example, buttercream frosting works for an indoor wedding, but not outdoor.
7. Do your homework and shop around. Everyone offers something a little different. Some bakers can offer wheatless confections or other allergen-conscious cakes, while other bakers specialize in unique cake shapes and whimsical décor.
8. Don't stop at the desserts. Adding coffee drinks and specialty bar drinks can make weddings more memorable.
9. Plan your cake to match other elements of the event. Certain colors and themes can easily be incorporated into the cake.
10. Make it you. Always consider your style and preferences, and be honest with the consultants about what you like.



People's Food Co-op



© Millennium Memories



© Mueller Photography

gems or Swarovski crystals add elegance and glimmer to wedding cakes—whether on top or on the cake sides. Gum paste flowers are gaining in popularity for cake décor as well. Sculpted to resemble real flowers, gum paste ones are inedible and hard but they can be saved indefinitely. For brides sticking with the classic use of real flowers for decorating their cake, Kasha Dombrowski, owner of Kasha's Sugar Art, suggests checking the toxicity of you “Calla Lilies are toxic and cannot be put on a cake,” she explains. “The florist might not know this, but your baker will.”

Theme cakes are another popular trend. “I just did a cake with a Nintendo theme, the bride’s cake, not the groom’s cake,” says Dombrowski. With rolled fondant frosting and gum paste, everything is possible. “I even have brides bring in a photo of their dress and want me to make the cake match, I can easily do that,” she says.

What’s more, unique flavors enhance the taste of today’s cakes. Cakes, frostings, and fillings can carry complementary flavors so everything from lemon poppyseed and white chocolate with raspberry to Irish crème and chocolate peanut butter are options.

**Dessert bars**

Another trend moves away from the more traditional cake and features a taste of other favorites—whether chocolate truffles, cheesecakes, pastries, pies, or cookies.

“Today, many people ask for a small, ceremonial cake in addition to the wide variety of dessert options,” says Richard Klindworth, executive chef of Hackberry’s and The

People’s Food Co-op. He recently catered a wedding with a wide range of single-serving sweets. “People love our chocolate mousse, this bride ordered them in delicate, edible chocolate cups.”

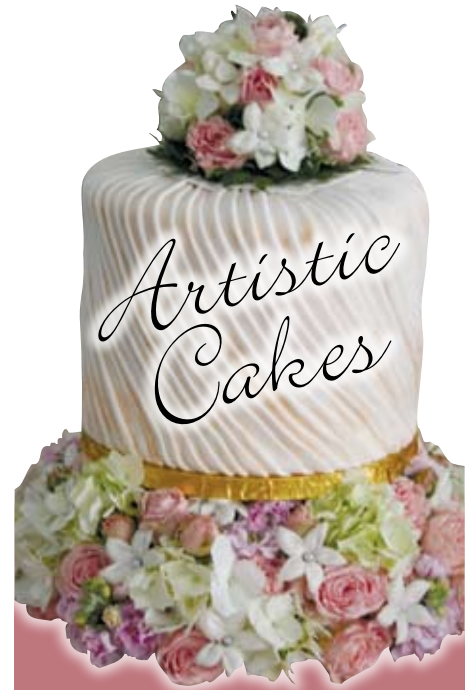
Chocolate options always seem to delight guests. “I see a lot of orders for truffles,” Klindworth says, adding, “We can make them in a variety of flavors like mint, hazelnut, white chocolate, you name it.” He believes the dessert bar, with choices from delicate pastries to lemon bars makes people feel privileged, as if you selected something just for them.

**Espresso bar adds flair**

Another way to pamper guests is to let Adam Palmer of Allegria Espresso Bar set up his Italian-made espresso machine at your wedding. Nothing pairs as well with sweet confections as a well-brewed cup of coffee. “People really remember an espresso bar,” says Palmer, head barista and owner of Allegria Espresso Bar. “I had a couple tell me that some people still refer to their wedding as ‘the coffee wedding.’”

Palmer is a coffee purist; there are no sugary flavorings at his espresso bar. “I serve the cappuccino, latte, macchiato, and straight espresso shots,” he says. Typically, Palmer serves espresso classico or nuevo because he says the flavor is lighter and forgiving, but if there is chocolate at the dessert table, let him know what kind it is. “I can look for a coffee that pairs well with the chocolate,” he adds.

Scrumptious desserts and coffee to savor alongside is a match that will keep guests dancing all night! 🌿



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# A Toast TO FOREVER

WINE-FOCUSED WEDDING EVENTS A POPULAR CHOICE By Beth Erickson

When it comes to weddings and wine, there's no contest. Love may be sweeter, but good wine is a close second and has been since the origins of time when wine and ritual began *their* long-standing courtship.

And, like any good relationship, it has evolved over time, with wine developing such close ties with fine cuisine that it makes wedding celebrations all the more interesting.

## Complement or contrast

One way to incorporate wine into your big day is by pairing foods with the appropriate wine. Although historically white wines have been paired with seafood or white meats and red wines with red meat, Nell Hull, owner of Nell's City Grill, says, "What tastes right to one person may not to another. The rule of thumb has fallen by the wayside. It's whatever you like and what enhances your palate."

Today, caterers and wine retailers suggest allowing your wines to either complement or contrast your foods. According to Dan Nielsen, owner of The Wine Guyz, to complement might mean pairing pasta with gorgonzola and walnut sauce with a smooth, oaky, buttery chardonnay. Contrasting would be to pair the same dish with a crisp, fruity chardonnay. "Wine is the only alcoholic beverage that is part of a meal. It is an agricultural product. It is food. And it goes so well with the meal it enhances," he says. Of course, he adds, "Some wines were not made to drink alone, they taste better with food."

Whether you and your groom choose to offer a complete dinner with wine pairings for each course, a buffet table with wines and suggested pairings, or simply a red and white of your choosing on each table, it's a wonderful way to make your guests feel special. Wine pairing leaves "that wonderful feeling in your mouth when you're done. It's like a chocolate chip cookie and a glass of milk. They just go together. That cookie's not really as good with a Coke," explains Hull.

## Wine-infused foods

But wine doesn't just enhance foods as a complementary beverage. Rather, it can be subtly and delicately infused directly into any meal. Imagine salmon marinated in white wine and then grilled to tender perfection or beef tenderloin with red wine bleu cheese sauce to tempt your palate. You can even top it all off with a white wine cake or wine-infused chocolate truffles.

"Wines definitely add another component to foods, especially sauces," says Nielsen. "Cooking is an art. Take what you like and put it together. Talk to your caterer. Tell them the flavors you like, the meat you like, the wine you enjoy. Ask what they can build around it."

## A natural fit

Elegance. Class. Sophistication. Substance. Wine has it all. "Wine is a social drink," says Nielsen. "Our motto is wine without attitude. Wine is for everyone. Wine is fun."

And that makes it perfect for weddings, where you want your guests to mingle, visit, and have fun. You can select your wines based on personal favorites, your family heritage, the country he proposed in, or another way entirely.

If you're worried about guests imbibing too much—don't. Hull says, multiple courses of wine, wine tastings, or pairings, should be served in quarter- or half-full glasses to give the flavor with the meal only. What's more, making wine a part of the celebration is possible under almost any budget. "We can find good wine from any country at a price that fits any budget," says Nielsen.

## Catering Tasting Tips

Most caterers offer complimentary tastings prior to your wedding day so you can select what you'd like to serve your guests. Here are some tips for how to get the most out of your tasting. (Sources: Nell Hull of Nell's City Grill and Dan Nielsen of The Wine Guyz):

- 1) Find a wine retailer and/or caterer that you trust and who will work with you throughout the process.
- 2) Be honest about your wine and culinary likes and dislikes as well as any known allergies.
- 3) Know your caterer and choose one with specialties in the type of food you'd like for your wedding day.
- 4) Keep your guests in mind. Don't serve meat and potatoes to a vegetarian crowd.
- 5) Bring a few bottles of wine to your tasting, and try the different foods with the wines so you know how the flavors will blend. ❀



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# YOU'RE *Invited!*

By Gayle Edlin and Nancy Flottmeyer

A cleverly created ad campaign catches your attention and makes you smile. So should your wedding invitation when guests receive it in the mail. After all, you know what they say about first impressions.

## Your day, your choice

Although invitations should be one of the last things chosen, they still need to be done four to five months before the wedding. Many couples start their search for the perfect invitation by paging through countless books. Others scan the computer or visit a scrapbook store, while some hire a designer to create everything.

According to R.J. Miller of Miller Quik Print in Onalaska, traditional invitations are still popular, but are more varied in shape and format. Today's couples can opt for square or tea-length cards, pocketed cards, or folders. He says there is also a trend toward simplicity, which is neatly illustrated by a tri-fold design that is both invitation and a detachable postcard RSVP, but which also doubles as the envelope. Eco-friendly products also are popular.

Using photography can personalize your invitation—consider using a photo of the two of you or a picture of where you're getting married. If you want put your own unique touch on the invite consider ordering simple invitations and then embellishing them with ribbons, metals, or other items for that personal touch.

## Go online

Many couples are also creating Web sites to announce their wedding—on their own using [www.weddingorg.com](http://www.weddingorg.com), [www.ewedding.com](http://www.ewedding.com), or with the assistance of a professional Web site designer. This may be something as simple as a notice to “save the date,” or a more detailed site with

If your wedding is fun and whimsical or classic and elegant, make sure your printed pieces evoke the same feeling.



photos and vignettes, that introduce the bridal couple to guests. The interactivity of these sites provides convenience and adds interest, including the ability to RSVP, leave messages for the couple, and access linked hotel accommodations.

## Make it your own

“Branding” weddings by giving each invitation and printed piece the same personality is also popular. If your wedding is fun and whimsical or classic and elegant, make sure your printed pieces evoke the same feeling. Sometimes “branding” is as simple

as having a logo or monogram created. Or consider using a unique graphic element—whether a floral flourish, polka dots, certain color, or something else—on everything like invitations, maps, programs, escort cards, menus, favor inserts, hotel gift bags, etc. The invitations are your first impression and continuing the theme unifies the event.

## What to say

Sometimes the most difficult part of selecting your invitations isn't the design, it's the wording. “People have trouble with wording, especially with step-families and other blended families,” explains Miller. Experienced printers can help you choose words and phrases. Not using a printer? Consulting a book or resource like *Emily Post* is also a good idea. There are many possibilities and they should be discussed, so make sure your groom is on board with your choice.

No matter what you choose for your wedding invitations, the good news is that there are countless choices available so yours can be completely unique to you. Choosing wisely will leave your guests proclaiming, “Loved your invite! Can't wait for the wedding.” And that will be music to your ears. 🌿



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# ON A MAGICAL *Note*

By Fran Rybarik

Imagine a movie without a soundtrack or a party without music. Sounds impossibly dull, doesn't it?

It's magic, what music does for an event, especially a wedding—striking a classical note with the strains of Mozart or Bach, a more festive groove with the tones of jazz, or getting right down to business with DJ-spun tunes that get the dance floor rockin'. Whatever your preference, music will set the mood for your guests and transport them from the everyday to the extraordinary day.

## Make them feel welcome

A chamber group, trio, brass quintet, or the like can impart a welcoming feeling as guests arrive at your wedding reception. The music is "memorable, elegant, and intimate," says Mary Beth Hensel, oboist for Bluffside Consort, a trio of professional musicians that also includes Barbara Tristano on flute and Derek Clark on cello.

She suggests looking for versatility when hiring musicians to play cocktail music at your wedding. Finding out whether the musicians can play indoors, outdoors, or in the space available at your site is key. An extensive repertoire is also important if you're looking for a group to play for an hour or from the ceremony through the reception. "Although we are a classical group, Bluffside Consort plays pop and other tunes, too," she says.

Experienced musicians can also be of great benefit in planning your wedding music. "We get all the details down ahead

of time, and recommend pieces for different parts of the wedding. The bride and groom finalize their music choices about a month before the wedding, so we are ready to play when we arrive," Hensel explains. "And we can quickly adjust if unforeseen mishaps arise."

## Get the party started

If entertainment is your goal, disc jockeys can use music to create almost any atmosphere—from one that's subdued and allows your guests to visit to a more vibrant interaction with the crowd that gets everyone on their feet dancing.

Todd Olson, president of American Entertainment Corporation and owner of Music in Motion, often books weddings over a year in advance. Thorough DJ services, he says, should contact the bridal couple often before the wedding to manage the details and build relationships—his company is in touch at least five times before the big day.

"Our staff become extensions of the bride and groom as hosts at the wedding," Olson says. "We get to know the couple so they can leave all the details of the music to us. Besides being experienced music mixers, we are always prepared to deal with the unexpected—like loss of power, equipment failures, even flash floods."

## First dance done right

Whether the mood you want at your wedding is classical, jazz, country, or pop,

# FIRST DANCE SONGS

Source: Todd Olson, American Entertainment Corporation.

## Top 5 Most Unique

- 1) "The Rainbow Connection"  
Kermit the Frog.
- 2) "All I Want Is You"  
U2 or Barry Louis Poulassar
- 3) "Stay With You" - John Legend
- 4) "The Story" - Brandi Carlile
- 5) "To Love Somebody"  
The Bee Gees

## Top 5 Tried And True

- 1) "I Need You"  
Tim McGraw & Faith Hill
- 2) "Grow Old With Me" - John Lennon  
or Mary Chapin Carpenter
- 3) "Feels Like Home"  
Chantal Kreviazak
- 4) "True Love Ways" - Buddy Holly
- 5) "Have I Told You Lately That  
I Love You" - Van Morrison

you may want to consider another trend that will wow your guests. Choreographed first dances are leaving a great impression these days. Olson recalls one first dance where the bride and her father started dancing to a Sinatra medley. When the bride twirled out, she ended up with the groom. "It was perfect," he says.

Another big trend is a choreographed dance trip through popular music of the decade or decades. Made popular through a six-minute clip on YouTube, Evolution of Dance medleys can be either a big success or a complete disaster, says Olson. "Choreographed dances only work if a couple commits to many hours of practice," he says.

Although trends in dance and music come and go, Hensel and Olson agree that having your wedding-day music handled by professionals will ensure the right mood is set to add magic to your day and create beautiful wedding memories. 🌸

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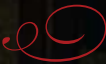
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# Children WELCOME

## TIPS FOR HOSTING A KID-FRIENDLY RECEPTION

Sometimes, hiring a licensed babysitter will take the pressure off of everyone because he or she can help children get comfortable and have fun. 

By Theresa Washburn

**D**o we allow children at our wedding? Nancy Flottmeyer, owner of Weddings by Nancy, says this can be one of the toughest questions the couple faces about their day. If your answer is “yes,” then you’ll want to plan for these special little guests in creative ways, which will delight parents and keep the wee ones busy and out of trouble.

### Consider your guest list

Knowing your guests and the ages of their children can make a big difference between a successful event and an unsuccessful one. Considerations like children’s activities, types of meals, and seating arrangements vary with the ages of the children. Not ready for adult conversation, a 12-year-old can become very bored at a kids’ table, while a 2-year-old may not want to be away from mom and dad. Sometimes, hiring a licensed babysitter will take the pressure off of everyone because he or she can help children get comfortable and have fun, suggests Flottmeyer.

### Keep them busy

Another good tip is to provide activities that will keep kids interested and busy for

hours. Businesses like The Big Event Company, which specialize in renting games and inflatables designed to entertain children of all ages, offer activities to fit a wide-range of budgets and staff to assist. “We suggest having children’s activities in a separate room if you can do it,” says Owner Debbie Horsch, “The kids are going to be entertained. I can guarantee it.”

### Be on time

At most weddings, the time between the ceremony and buffet line can often be an hour or more. In these cases, Flottmeyer suggests serving snacks that are toddler friendly. Kids can suffer from hunger pains and the absence of food often puts pressure on mom and dad. Offer something easy and fun but not enough to ruin the meal.


### French fries anyone?

For dinner, although adults may prefer filet mignon, chicken strips, mini pizza, and macaroni and cheese are great options for kids. Put a fancy name on them and, *voilà*, you have a gourmet menu just for kids. If you’re serving dinner buffet-style, consider adding

simple selections for children. A separate meal will make everyone happier, says Flottmeyer, adding, “The cut off point for the adult menu is about age 11 or 12. Those younger generally prefer kid-friendly options.”

### Just for kids

And, just as you extend a token of thanks to your adult guests through party favors, you might consider putting a smile on the kids’ faces by thanking them with a special gift box or bag at their tables. Keep it simple—a little puzzle, a sweet snack, some colored markers. Kids gifts can be inexpensive and fun, says Flottmeyer, but be sure everyone receives the same thing or you may see tears.

When planning to include children in your wedding, be creative, get advice from friends, and consider the venue of your wedding reception. Though it’s not necessary to go overboard, making some accommodations for your little guests will make everyone feel more welcome. 

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# The Wedding Party

## Roles & Responsibilities



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### Maid/Matron of Honor

- Attend pre-wedding events
- Be the bride's best friend and emotional support
- Help with all of the pre-wedding planning and shopping
- Make sure bridesmaids are on time the day of the wedding
- Help select bridesmaid dress
- Assist with addressing invites
- Organize bridesmaids' gift to bride
- Help with the bride's gown
- Assist organizing dress fittings
- Hold bouquet during ceremony and adjust train and veil
- Witness and sign marriage license
- Take care of bride's gown and accessories after the ceremony
- Hold the groom's ring during ceremony
- Stand in receiving line
- Host bachelorette party or shower
- Co-host party for the couple with the best man
- Give a speech or toast at the reception
- Attend ceremony rehearsal and dinner
- Walk in processional as instructed

### Bridesmaids

- Attend as many pre-wedding events as possible
- Host or co-host a party/shower
- Share in cost of gift from bridesmaids to the bride
- Attend ceremony rehearsal & dinner
- Walk in processional as instructed
- Pay for own dress & transportation to the wedding

### Best Man

- Be the groom's best friend and emotional support
- Make sure the groom, groomsmen, and ushers are on time the day of the wedding
- Organize groomsmen's gift to bride
- Make sure the groom has the marriage license
- Make sure wedding-related expenses are paid the day of the wedding (and deliver the payments)
- Witness and sign the marriage license
- Take care of groom's tuxedo and accessories after the ceremony
- Hold the bride's ring during ceremony
- Stand in receiving line
- Host bachelor party or shower
- Co-host party for the couple with the maid of honor
- Attend ceremony rehearsal & dinner
- Walk in processional as instructed
- Set an example for the rest of the groomsmen
- Drive the bride and groom to the reception if no transportation has been hired
- Deliver the first reception toast

### Groomsmen

- Attend as many pre-wedding events as possible
- Attend bachelor party
- Share in cost of gift from groomsmen to the couple or purchase separate gift
- Attend ceremony rehearsal & dinner
- Walk in processional as instructed
- Pay for own tuxedo and transportation to the wedding

### Ushers

- Attend as many pre-wedding events as possible
- Attend bachelor party
- Share in cost of gift from ushers to the couple or purchase separate gift
- Attend ceremony rehearsal & dinner
- Pay for own tuxedo and transportation to the wedding
- Greet guests as they arrive at the ceremony
- Seat guests during the ceremony (offer your right arm for the ladies)
- Make sure all guests are seated promptly at the ceremony
- Place the aisle runner, if there is one, immediately before the ceremony begins
- Clean up ceremony location after the ceremony—pick up programs, throw away bows, put up kneelers

### Mother of the Bride

- Assist in bride's gown selection
- Create and give guest list to the couple
- Assist in all wedding details
- Attend most pre-wedding events
- Attend ceremony rehearsal & dinner
- Act as hostess during the wedding
- Pay for own dress and is the first to choose color and style
- Communicate dress selection with the mother of the groom
- Be the first person in the receiving line to greet guests
- Be the last person seated before the processional begins

### Father of the Bride

- Attend ceremony rehearsal & dinner
- Escort the bride down the aisle
- Stand in the receiving line
- Greet guests at the reception and give a toast to the couple
- Pay for the majority of the wedding

### Parents of the Groom

- Create and give guest list to couple
- Attend ceremony rehearsal & dinner
- Pay for and host the rehearsal dinner
- Escort the groom down the aisle
- Stand in the receiving line
- Greet guests at the reception and may give a toast to the couple

### Junior Bridesmaid

- Attend ceremony rehearsal & dinner
- Attend bridal shower if invited
- Walk in processional as instructed
- Pay for dress

### Flower Girl

- Attend ceremony rehearsal (and dinner if her family is invited)
- Walk in processional alone, immediately in front of the bride and her father
- Walk in recessional with the ring bearer
- Her family pays for her dress

### Ring Bearer

- Attend ceremony rehearsal (and dinner if his family is invited)
- Precede flower girl in the processional
- Walk in recessional with flower girl
- His family pays for his tuxedo



## CREATING AN *Event* TO REMEMBER

By Martha Keffe

The wedding reception is 40 percent of today's wedding-day budget, so how do you make it an event to remember? Put the focus on your guests.

### Consider their needs

Though the wedding ceremony is meant to honor the commitment between you and your groom, the focus of the reception should be on your guests. Take into account your guests' comfort, anticipate their needs and use the reception as an opportunity to show them how much they are appreciated. Do guests have a place to sit and chat before the couple arrives? Will drinks and appetizers be available before dinner? What makes your chosen reception site unique, and how can your guests make the most of what it has to offer?

### Comfort is key

According to Kathy Waldera-Manka, events coordinator at Stoney Creek Inn in Onalaska, comfort is the key to keeping guests happy. During the downtime between the wedding ceremony and the recep-

tion, people are often left looking for something to do or somewhere to go. Having a location that is not only convenient to the reception site but offers your guests entertainment and refreshments while they wait for the reception to begin is a detail often overlooked but highly appreciated. Lounge areas with comfortable chairs, an inviting atmosphere and a place to purchase a drink help stem the awkwardness guests might feel and encourages them to relax and enjoy their stay. "Guests seem to enjoy familiarity," says Waldera-Manka, who notes that people are drawn to the cozy north-woods theme of Stoney Creek Inn.

But if the north woods aren't quite your style, look for something that is more you. Consider a venue on the waterfront or a reception aboard a paddleboat if the river appeals. If you want a grand, traditional theme, explore area ballrooms. Or if you want outdoors, consider a public park, country locale, or backyard tented wedding.

Once you have the atmosphere you want, try to get a feel for what your guests will experience. You and your groom should

walk around and get a feel for the surroundings while you consider the lay of the land. Ask yourselves:

- Can guests walk around the building or area freely without losing their bearings?
- Is the environment appealing?
- Does the facility offer enough diversions for pre- and post-reception activities such as swimming pools, large-screen TVs, or outdoor seating with great views?
- Do we feel comfortable and at home? If yes, the likelihood is that your guests will, too.
- Does it appeal to our senses?
- What will your guests see when they arrive?
- How do we want them to feel?
- What smells should greet them on arrival—a light floral scent or the smells of the river?
- Do we want them to hear the sounds of laughter or the light notes of jazz?

- How can we keep it interesting?

Consider having something new happen every half hour during your reception—whether a new appetizer is served, music is changed, speeches are made, or you move to a different room. Keeping things new and fresh keeps people interested and involved.

### Creative entertainment

Making your guests feel comfortable extends to providing them with entertainment options during and after the festivities. Be creative and include some surprises to freshen up the standard sit-down dinner and dance reception. Let your imagination run wild as even customized receptions such as a Mexican Fiesta, a hog roast, or a sophisticated gala can be brought to life if set in the proper venue.

Abby Holmay Lee, special events coordinator at the Historic Trempealeau Hotel, agrees, suggesting that you pair activities that reflect your individual personalities with the reception locale. “Couples are coming up with more and more unique ideas these days to make their big day unique to them,” says Holmay Lee. “We have accommodated a Mexican fiesta, reggae bands, as well as immaculate gala-style events with champagne fountains and jazz bands.”

And if you plan on having an outdoor wedding reception, consider organizing a friendly competition of backyard games to complement a casual, barbeque menu. Or set up a tent, decorate the stage in twinkling lights, and encourage guests to show off their vocal talents by performing karaoke.

### Menus with flair

Another way for the bride and groom to treat their guests to a memorable experience is to design a menu that expresses their individuality as a couple. At the Waterfront Restaurant and Tavern, not only is the staff willing to incorporate your original ideas into a plan, they strongly encourage it. “We do not like to duplicate menus or events,” says Libby Weber, operating partner at the Waterfront. “We challenge each client to design something unique to their own likes and preferences.”

Inspired by trends, Weber has experienced an increased demand for reception-style events that offer multiple menu tables featuring heavy appetizer selections rather than sit-down dinners in courses. One example she cited is their in-house seafood and sushi station, showcased by large-scale ice sculptures designed by local artists. Receptions that offer late-night menus during the dance are also becoming a popular choice.

### Special treatment

No matter where you hold your wedding reception, or what you select for a menu, if you consider your guests’ needs and offer hospitality, they will not just remember attending a reception, they’ll remember an event where they felt special and included as part of your big day. 🌸



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# Reception Guide

LOCATION	CEREMONY C RECEPTION R BOTH C/R	CAPACITY	CATERING	CHARGES	PLATE CHARGES	NOTES
All Star Banquets 608.788.7827 4735 Mormon Coulee Road La Crosse, WI	C/R	400	Onsite	Weekdays \$150 Fri. & Sun. \$250 Saturday \$350	N/A	Provides centerpieces (8" oval mirror and crystal oil lamp) No service charge
Baus Catering (pg 58) 608.788.5500 1920 Ward Avenue La Crosse, WI www.BausCatering.com	R	125- 425+	Onsite and Offsite	\$100-450 None Sun.-Fri.	Varies	Round tables, free parking, dance floor
Bentley Wheeler B&B 608.784.9360 938-950 Cass Street La Crosse, WI	C/R	75	Approved Caterers	Varies	N/A	Beautiful Victorian home with guest house
Best Western Midway (pg 55) 608.781.7000 1835 Rose Street La Crosse, WI www.midwayhotels.com	C/R	375	Onsite	Varies	\$13.95-22.95	Round tables, dance floor, free parking
Best Western Riverport Inn & Suites 507.452.0606 900 Bruski Drive Winona, MN	C/R	420	Onsite	Varies	\$16.99+	Connected to hotel, ballroom; easy accessibility; in-room bar
Cedar Creek 608.783.8100 2600 Cedar Creek Lane Onalaska, WI	C/R	Large - 250 Small - 100	Onsite	Varies	\$12.95-25.95	Beautiful location on golf course
City Brewery Hospitality Center 608.785.4820 1111 3 <sup>rd</sup> Street S La Crosse, WI	C/R	330	Offsite	Varies	Varies	History of brewery, parking lot
Concordia Ballroom 608.782.7049 1129 La Crosse Street La Crosse, WI	C/R	240	Approved Caterers	\$300	N/A	Parking lot, wood floors, spacious layout
Countryside Estate (pg 68) 507.643.6436 42798 Stoehr Dr Dakota, MN www.ebertandassociates.com	C/R	100	Approved Caterers	\$500 per day (usually \$1,500 total)	NA	Stately farmhouse in peaceful country setting, outdoor areas for tent, 200 acres with trails and parking
Culina Mariana 608-788-8400 5250 Justin Road La Crosse, WI	R	100	Onsite	Varies	\$15+	Certified wedding planner included. Located in scenic shrine of Our Lady of Guadalupe
Days Inn 608.783.1000 ext. 7301 101 Sky Harbour Drive La Crosse, WI	C/R	300	Onsite	N/C	\$13.50-19.95	Gazebo, complete pkg. suite, rehearsal dinner, gift opening
Drugan's Castle Mound (pg 8) 608.526.4144 W7665 Sylvester Road Holmen, WI www.drugans.com	C/R	350	Onsite	N/A	\$16.95-25.95	Ceremony in outdoor chapel, panoramic view of golf course, minimum \$1,500-5,000 depending on season
Forest Hills Restaurant and Banquet Facilities 608.784.0566 600 Losey Boulevard N La Crosse, WI	C/R	275	Onsite	N/A	\$15.99-22.99	Overlooks golf course and Granddad's Bluff
Four Seasons Community Center (pg 60) 507.725.4000 900 N Kingston Street Caledonia, MN www.caledoniamn.gov	C/R	400	Approved Caterers	Varies	\$6-20	Large parking lot, dance floor, caterer of your choice, linens

Continued on page 70

Fox Hollow Banquet Hall 608.786.3020 N3287 County Road OA La Crosse, WI	C/R	300+	Onsite	\$300	\$12-15	View of golf course, outdoor deck
Grounded Specialty Coffee 608.784.5282 308 Main Street La Crosse, WI	R*	35	Onsite	N/C	\$5.95-12.95	Historic building, downtown La Crosse, * Showers and parties
Hackberry's Over the Co-op (pg 54) 608.784.5798, ext. 243 315 5th Avenue S La Crosse, WI www.pfc.coop	R*	94	Onsite and offsite	Varies	Varies	*Rehearsal dinners, showers, and parties
Historic Piggy's (pg 54) 608-784-4877 501 Front Street La Crosse, WI www.piggys.com	R	150	Onsite	N/C	\$14.95-24.95	Free parking, private banquet bar, windowed ballroom
Island Girl (pg 68) 608.791-4911 127 Marina Drive La Crosse, WI www.islandgirlcruises.com	C/R	149	Onsite	Varies	Varies	Scenic cruises on the Mississippi river, rehearsal dinners
Julia Belle 608.784.4882 227 Main Street La Crosse, WI	C/R	120	Onsite	Varies	\$12.95-29.95	Authentic steamboat, nostalgic cruises
Knights of Columbus Hall 608.784.1080 N3020 Highway 16 La Crosse, WI	C/R	250	Onsite (only Culinary Visions)	Varies	\$7-12	Free parking, private bar, one level, easy access off Hwy. 16
La Crosse Center (pg 68) 608.789.7400 300 Harborview Plaza La Crosse, WI www.lacrossecenter.com	C/R	100-800	Approved Caterers	\$400-900	N/A	Variety of banquet rooms, located downtown by the river and hotels
La Crosse Country Club (pg 64) 608.781.5837 300 Marcou Road Onalaska, WI www.lacrossecountryclub.com	C/R	200	Onsite	Varies	\$16.95+	Beautiful views overlooking the golf course, outdoor ceremonies
La Scher's (pg 56) 608.786.4255 102 N Leonard West Salem, WI www.laschers.com	C/R	200	Onsite with in-house executive chef	N/A	\$7-18	Beautiful historic building, private outdoor courtyard, plenty of parking, tailor-made menus
Loons 608.791.0007 1128 La Crosse Street La Crosse, WI	C/R	175	Onsite or Approved Caterers	\$300	Varies	North-woods theme
Maple Grove Country Club 608.786.1500 W4142 CTH B West Salem, WI	C/R	550	Onsite	\$300	\$12.75-21.95	Four banquet rooms, located on golf course
Norskedalen Nature and Heritage Center 608.452.3424 N455 O. Ophus Road Coon Valley, WI	C/R	300+	Onsite and Offsite	Varies	N/A	Provides scenic grounds/ shelters for wedding receptions, ceremonies, and gatherings
Onalaska OmniCenter (pg 64) 608.781.9566, ext. 203 255 Riders Club Road Onalaska, WI www.omnicenter.net	R	800/half the arena	Certified Caterers	Varies	N/A	Spacious room, free parking new banquet hall in 2nd building holds up to 300
Outback Ranch, Inc. (pg 71) 507.896.5550 7750 TT Road Houston, MN www.outbackranch.net	C/R	500	Onsite and Approved	Varies	NA	Event venue, cabin lodging, honeymoon suites, DJ service, horse lodging, and trails

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Pettibone Resort (pg 71) 608.782.5858 333 Park Plaza Drive La Crosse, WI www.pettiboneresort.com	C/R	275	Onsite	Varies	\$14.45-22.95	Large stone fireplace, deck overlooks the river, waterfall outside
Pogy's Catering 608.784.2386 1232 Avon Street La Crosse, WI	C/R	200	Onsite and Offsite	Sat \$300	\$7-25 Fri-Sun \$100	
Pump House Regional Arts Center (pg 58) 608.785.1434 119 King Street La Crosse, WI www.thePumpHouse.org	C/R	140	Offsite	Varies	N/A	Unique, historic building with grand staircase, located in downtown La Crosse, free parking good for rehearsal dinners
Quality Inn (pg 73) 507.454.4390 956 Mankato Avenue Winona, MN www.qualityinnofwinona.com	C/R	300	Onsite	\$75-500	\$11-19	Free jacuzzi suite with banquet room rental, free breakfast at Perkins with guest room
Radisson (Back Cover) 608.793.5005 200 Harborview Plaza La Crosse, WI www.radisson.com/lacrossewi	R	50-300	Onsite	\$400-800 Sun-Fri NC	\$20-30	Will cater offsite up to 2,500, located on Mississippi River, Plaza Club King Room
Seven Bridges Restaurant 608.783.6103 910 2 <sup>nd</sup> Avenue N Onalaska, WI	C/R	250	Onsite and Offsite	N/C	\$9.95-17.95	View of Lake Onalaska and the Mississippi Valley
Signatures Restaurant 507.454.3767 22852 County Road 17 Winona, MN	C/R	350	Onsite	Varies	\$14.95 +	American Bistro-style food, Winona's finest dining establishment
Stoney Creek Inn (pg 36) 608.781.3060 3060 South Kinney Coulee Road Onalaska, WI www.stoneycreekinn.com	C/R	525	Approved Caterers	\$500-2150	Buffet \$13-35.70 Plate \$15.25-48.50	North-woods décor hotel, one of the largest banquet rooms attached to a hotel in the area
The Freight House 608.784.6211 107 Vine Street La Crosse, WI	C/R	120	Onsite	Varies	\$19.95-50	Small, intimate, attractive dining area
The Grand Hotel Ballroom (pg 64) 608.784.8899 207 Pearl Street La Crosse, WI www.pearlstwest.com	C/R	150	Onsite	n/a	N/A	1930's authentic atmosphere, close to hotels—a must see
The La Crosse Queen 608.784.8523 405 Veteran's Memorial Drive La Crosse, WI	C/R	149	Onsite	Varies	Varies	Unique setting and great view, travel down the Mississippi on an authentic river boat
Traditions Restaurant (pg 71) 608.783.0200 201 Main Street Onalaska, WI www.traditionsdining.com	R	35	Onsite and Offsite	Varies	Varies	Cozy and unique with old world charm
The Waterfront Restuarant and Tavern (pg 2) 608.782-5400 328 Front Street South La Crosse, WI www.thewaterfrontlacrosse.com	R	100-300	Onsite	n/a	\$18+	Close to Riverside Park, upscale décor/environment, beautiful panoramic views of the river, indoor and outdoor capabilities
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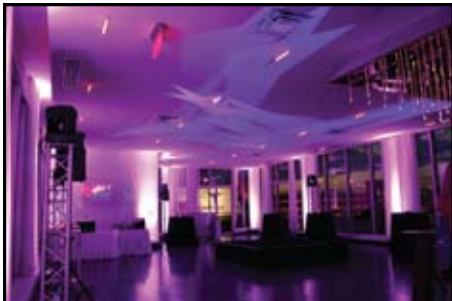
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