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Photo by Sarah Schultz Photography

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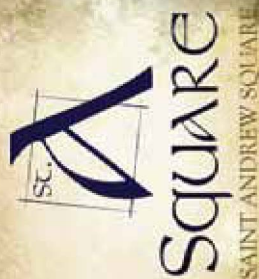
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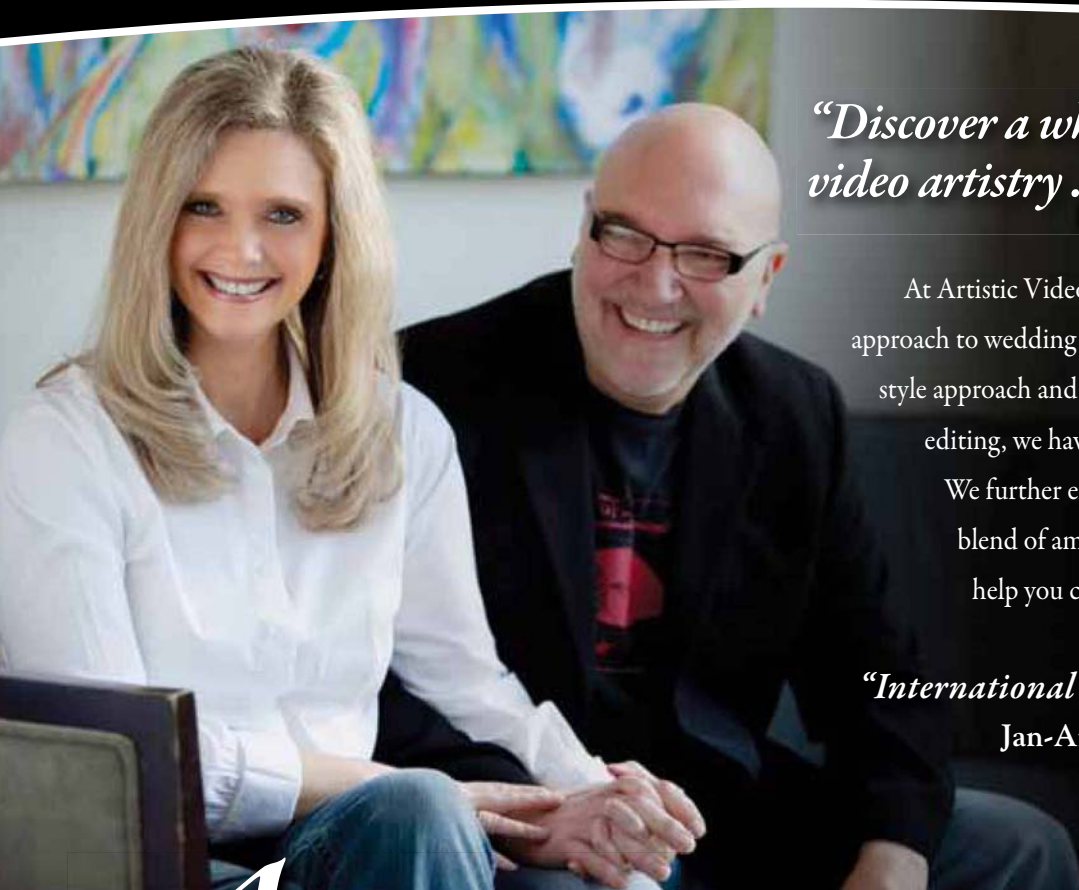
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Letter from the Publishers



Here we are, behind the scenes at this year's fashion photo shoot at the La Crosse Interstate Fair.

Quality is everything.

When we set out to publish *The Wedding Magazine*, that was our mantra. We believe when you set out to create something special that quality really is everything. Our pledge to inspire area brides in creating the wedding of their dreams—with all of the best local resources at their disposal—couldn't have happened if we'd written, designed, or produced anything less than what you see.

Let's face it. A wedding is one of the most significant events in your life—one of the most extraordinary milestones you will celebrate. Our job is to help you plan your event and inspire you to new levels of creativity and, yes, quality, so your day is among the most memorable of your life—and your guests'. We specialize in everything wedding related and review the latest trends, so you don't have to.

In planning our latest publication, we looked for ways to marry quality, with creativity by combining varying elements of glitz, glamour, color, tradition, and fun. We found it all at The La Crosse Interstate Fair in West Salem for our July fashion photo shoot. Everyone from the models and photographer to the assistants and the fashion experts felt like a kid all over again and enjoyed the elegance of the attire against the vibrant backdrop of the fair. For table-top designs, we continued our outdoor trend by shooting some of the most unique and stunning table arrangements against the backdrop of Pettibone Beach House and the Pettibone Gazebo. Trends focuses on everything from organic and natural items to those that shine with color and glitter like gemstones. New this year, we've added a bridal shower feature with tips and trends for hosting a memorable event for brides.

As usual, we couldn't have done any of this without you, our faithful reader, and the area wedding industry experts whose tips, trends, and advice you'll find inside these pages. If you're looking for more, please visit our website at www.theweddingmagazine.net, where you'll find additional Real Wedding stories and other items and details.

We hope this issue inspires you to create the most memorable wedding—for you and your guests!

Nancy Flottmeyer

Diane Raaum

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Organic & Natural to Glitz & Glam

TRENDS IN SHOES, ACCESSORIES, ALBUMS, DÉCOR, AND GIFTS

Photo by Mueller Photography



Above: Pear cutting board and pewter-accented Frog Prince butter dish available at Touch of Class, www.touchofclasslacrosse.com. Shoes from Kick in downtown La Crosse, www.shopkickshoes.com. Silver purse available at The Wedding Tree, www.theweddingtree.net.

Right: Shoes from Kick in downtown La Crosse, www.shopkickshoes.com.

Red, ceramic Italian planter available at Touch of Class, www.touchofclasslacrosse.com.

Cloth-covered photo albums and folios available through Mueller Photography, www.muellerphotography.net.





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Photos by Tiffany Brubaker Photography | Shot on location at the La Crosse Interstate Fair in West Salem

Strapless bridal gown is Private Label by Charlotte's Bridal.

Veil, four-strand pearl necklace, and crystal chandelier earrings by Charlotte's Bridal.

Shoes: "Glitz & Glam" by Poetic License from Kick.





Grey tuxedo is by Joseph Abboud presented by The Wedding Tree. Bridal gown is Mori Lee presented by The Wedding Tree. Veil is by The Wedding Tree. The steer is Ryder, who won a blue ribbon in showmanship. He is owned by Roman Schlimgen.



Above left: Bridal gown is Private Label by Charlotte's Bridal. Crystal earrings are Charlotte's Bridal.

Above right: Shoes are "The Wedding Date" by Poetic License from Kick. **Below left and right:** Dress is Maggie Sottero presented by The Wedding Tree.



Dress is Private Label by Charlotte's Bridal. Bubble veil, floral headband, three-strand pearl bracelet by Charlotte's Bridal.

Shoes are "Shirley Riding" by Frye from Kick. The hand-tied bouquet is pink and yellow roses with irises by Sunshine Floral.

Inset: Miniature groom's tuxedo is Black Knotch by Savvi from Charlotte's Bridal, and the miniature bridesmaid is wearing Private Label by Charlotte's Bridal.



Tuxedo in black is Arden by Calvin Klein. Dress: Maggie Sottero presented by The Wedding Tree.
Three-strand pearl necklace by Sassy from The Wedding Tree.





Page 18: Dress is Destination Private Label by Charlotte's Bridal. Crystal earrings and rhinestone bow by Charlotte's Bridal.

At left: Gown is Maggie Sottero presented by The Wedding Tree. Three-strand pearl necklace by Sassy from The Wedding Tree. Groom is in Calvin Klein Concord black tuxedo with subtle striping from The Wedding Tree. Hand-tied yellow calla lily bouquet by Sunshine Floral.

Above, right: Miniature bridesmaid's dress is Private Label by Charlotte's Bridal. Miniature groomsman's tuxedo in chocolate by Savvi.

Fashion models: Bride Raeanna Johnson, Groom Jason Alexander, Miniature Bridesmaid Finley Weber, and Miniature Groomsman Calvin Weber.

Special thanks to those who made this shoot a success. **Hair and makeup:** Heather Von Ax, Sue Kolve's Salon & Day Spa, using Glominerals makeup products. **Assistants:** Elizabeth Brock, Nicole Christ, Krista Ike, and Kacia Von Ruden; Marla Stello and the members of the First Aid Station who shared their space with us at the La Crosse Interstate Fair, Chloe Stoker with Kick.



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Individuality in Bloom

FROM NATURAL AND ORGANIC TO COLORFUL AND WHIMSICAL, FLORAL OPTIONS FLOURISH

By Beth Erickson

Photo by Raymond Siler Photography



The beauty of today's wedding floral isn't just the bloom, it's the variety. Whether you want a fragrant, hand-tied bouquet flush with traditional roses or something textured and monochromatic like a bouquet with spiky blue veronica, hydrangeas, and wildflowers, you can have it.

"Brides are trying to introduce their own style into their wedding," says Marci Cordes of Cottage Garden Floral in La Crosse. "They all want something a little different they can call their own."

BURSTS OF COLOR

Although muted colors and traditional styles remain options, bright, vivid displays of color are making a statement, whether in monochromatic or mixed arrangements. "There are many things we can do," says Cordes. "Most things can be color enhanced."

Teal and burgundy, trendy colors in the 1980s, are making a comeback and shades of green remain popular. "Green is the new black,

from pistachio to moss," says Nola Morawiecki of Nola's Flowers in Winona, Minn.

Rather than dying flowers, Barb Nelson of Liberty Floral and Gifts in Independence, takes a different approach. "If the bride wants bright colors, like a teal or sea foam, I'll use white flowers and color them with sea-foam jewels to embellish and to pick up the color in the dresses." For another wedding, she used peacock feathers to illustrate the wedding palate.

ORGANIC AND NATURAL

While color is important in wedding floral, it isn't the only consideration. Many brides pay close attention to nature for inspiration. "We're seeing more natural, casual arrangements," says Cordes. "It's more of a freestyle form, rather than formal, a little more whimsical. Brides are using twigs, branches, and grasses to enhance their bouquets."

Herbs grown locally were the inspiration behind one wedding Morawiecki arranged.

"Basil, rosemary, lavender, and dill were in the all-herb bouquet. The color in it was lavender. The boutonnières included rosemary, lavender, curly parsley, and sage."

Hanging baskets, mums, and pots of green grasses are being used to add an element of the natural outdoors. "We're seeing brides use them to line walkways, the altar, and the reception area. Baskets can be placed on stand rentals or on poles," says Cordes. "These also make a nice gift to family members."

A TOUCH OF WHIMSY

If it's distinction you want, consider adding texture or something personal to your arrangements. "If brides want to make it their own," says Cordes, "we tell them to bring in something personal and we can work it into their bouquet." Items like their mother's ring, a piece of her veil, or grandmother's rosary offer sentiment. Glitter, pearls, crystals, and rhinestones enhance a bouquet, adding sparkle and texture. "Rhinestones and beading are



really popular. They add bling,” says Nelson.

One-of-a-kind floral can be created by tying in your wedding theme. For a couple fond of fishing, Morawiecki used fishing lures with hypericum berries for boutonnieres. Another bride wanted all bright, differently colored Gerbera daisies for her bouquet. “It was a hippie wedding—really fun, with lots of tie-dye,” she adds.

RECEPTION DÉCOR

Whatever look you desire for your wedding day, the most important thing to remember is that the floral elements should enhance your event, not detract from it.

That translates into arrangements of varied heights to appeal to the eye and allow for easy conversation among guests. “I like to do three height varieties so when you’re in the room, your eye is drawn to different tables,” says Nelson. “I don’t like flowers at the table to be at a height where you can’t see the person across from you.”

Tall vases with a lampshade and candle are popular right now, says Cordes. The vase of the lampshade can be filled with a submerged bloom, stems, submersible lights, or aqua crystals that make the water look bubbly and thick. She sees brides ordering floating candles, single stems of Asiatic lilies or orchids, and floating roses.

“Square, funky vases are popular with lots of color or earthy greens. Groupings of three to a table of round cylinders with staggered heights,” says Morawiecki.

Whatever décor option you select, says Cordes, you can often reuse the arrangements and rentals the next day at your gift opening, and keep the flowers to use as gifts for those who helped at your wedding.

In the end, you’ll want to work with your florist to create a wedding that expresses your personality and gives guests something beautiful to talk about for a long time. ❁

BEFORE YOUR FIRST MEETING...

Buy your dress and bridesmaid dresses. Your choice determines the color and style of floral.

Know your budget. If you’re forthright about your budget from the start, the planning will go more smoothly.

Gather pictures of styles you like. Remember, reality doesn’t always match the photo in terms of budget. “Go online and look at lots of bridal bouquets, colors, and flowers. Choose your dresses. Don’t focus on matching. Contrasting colors are beautiful,” says Nola Morawiecki of Nola’s Flowers in Winona.

Trust your florist. “We know what’s seasonally available, and we know color combinations for fresh flowers. We can imagine colors to accent the bridesmaid dresses that the bride probably never would have considered,” explains Barb Nelson of Liberty Floral and Gifts.

Have fun. “We tell our brides to relax and have fun. Leave it to the professionals, and we’ll make it beautiful. We decided long ago that we would never do ugly weddings,” says Marci Cordes of Cottage Garden Floral.



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8 Ideas for Designer Wedding Showers

Photos by Mueller Photography
Shot on location in the Cargill Room, Riverside Center South



Lavender table cloth, heart-shaped ceramic dishes, napkins and napkin holders, serving trays, bowls, and spiral champagne flutes provided by Touch of Class.

Desserts created by Kyle Abernathy, executive pastry chef at The Waterfront Restaurant and Tavern.

- 1. Theme it:** Create a fun theme that makes the shower unique to the bride or couple. Consider retro, wine and bar, tea party, or a stock the pantry party. You can even tailor the theme to a room in the couple's home.
- 2. Celebrate in color:** A simple color theme like lavender and apple green sets the mood for a memorable shower.
- 3. Go destination:** Whether at a local bistro for an afternoon or a spa in the country for a weekend, destination showers offer a refreshing change. Work with the venue about details.
- 4. Host home-style:** Keep it cozy and traditional at home—make sure the menu and beverages match the overall theme and design.
- 5. Keep it social:** You don't necessarily need to have games—let

conversation and laughter create memories. Consider party favors instead of prizes.

- 6. Consider the details:** Carry your theme through in everything from napkins and tableware to food and gift wrap. And don't forget the music, which livens up the party and enhances your theme.

- 7. Learn something new:** Get more from your bridal shower by learning a little something along the way. Ask local experts to give a lesson in cooking, wine, or even arranging flowers.

- 8. Rethink the guest list:** Host a couple's shower that includes gifts of interest to both the bride and groom. Or consider a bridal shower and a separate groom's shower focusing on his wants—like golfing, poker night, or garage must-haves.



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Design, floral, centerpieces, glassware: Monet Floral & Gifts. Tables, chargers, silverware: Nell's City Grill. Stationery: Weddings by Nancy. Linens, napkins: BBJ Linen. Chairs: Majestic Tents & Events. For details: www.theweddingmagazine.net.



Design: Weddings by Nancy. Floral, vases: La Crosse Floral. Chargers, placemats, napkins, orange flower napkin rings: Touch of Class. Tables, glassware: Nell's City Grill. Linens and chairs: BBJ Linen. For details: www.theweddingmagazine.net.



Design, stationery: Tanya Dais, Shirley Elaine Weddings. Floral, centerpieces, moss placemats: Liberty Floral & Gifts. Tables, plates, glassware, silverware: Nell's City Grill. Linens, napkins: BBJ Linen. Chairs: Majestic Tents & Events. For details: www.theweddingmagazine.net.



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PHOTOGRAPHY AND VIDEOGRAPHY OPTIONS LET YOUR INDIVIDUALITY SHINE

By Emily C. Ties

Capturing the experience of your wedding is one of the best big-day investments you will make. Today, choosing the right photographer and videographer to document the story of your love is more important than ever. Gone are the days when a couple's only option is to pose for shot after shot, struggling to keep a smile on their faces. With trends such as a vintage approach to photography or same-day edited wedding videos, couples have the unique opportunity to document their day, while staying true to their personal style.

MAKING THE RIGHT CHOICE

Time and time again, photographers and videographers agree that the most important thing you can do to get the images you love is to select the right person to capture your big day. Matt Tredinnick, owner of MatKat Productions, LLC explains, "Make sure you sign with someone who feels right to you. It's your day; you should find someone who will give you what you want." In addition to choosing the right photographer or videographer, making sure your creative styles are in sync



is vital. With so many options available, “a great way to find the latest tips and trends is to follow several wedding blogs. There are so many great blogs out there, and they can help you to get ideas for a wedding that is unique to you,” advises Tredinnick.

Rebecca Eby of Studio Nouveau suggests you “ask questions when meeting with a photographer. Most photographers want their clients to be educated about the process and are happy to help them learn the important information.” Ultimately, the key is to be honest with the professionals you hire, so they know what is really important to you and possible areas of compromise.

TAKE ADVANTAGE OF TECHNOLOGY

In a time when couples are being mindful of their budgets, while still wanting to make a personalized statement, video invitations are a great option to explore. Linda O’Connell of Take 5 Productions agrees that this is a fun way

to personally invite your guests to be a part of your big day. She also suggests, “sharing your wedding with guests by putting your wedding highlight video up on your Facebook page or YouTube.” This gives loved ones who may not have been able to attend a glimpse into what they missed.

A VINTAGE FLAIR

However, when it comes to photography, some of today’s hottest trends are not moving forward technologically speaking, but moving instead toward the vintage or classic feeling found in photos of yesteryear. Raymond Siler of Raymond Siler Photography says, “All the crazy color editing and spot coloring are almost becoming gimmicky. Instead, classic black and white images or slightly blurred images that replicate those taken with old cameras are becoming the photos that turn the eyes of brides. They want their pictures to look classic and timeless.”

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DOCUMENT YOUR DAY

If you love the idea of capturing spontaneous smiles and silly exchanges between your loved ones, the photojournalistic or documentary photo approach may be right for you. “Brides like the idea of having more images that capture the day as it happens,” says Siler. “Plus, it removes a lot of the stress of a lengthy ‘posed photo time.’” Eby agrees, “Today’s photography is more about experiencing the day in a photography-friendly way than taking hours of posed, formal pictures.” This option truly allows you to look back and relive the story of your day long after it has passed.

VIDEO MAGIC

Though still images are beloved worldwide, today’s couples continue to make videography a priority for their weddings. With the days of the clunky camcorder behind us,

videographers are able to offer a wide array of unique video options with high-definition video. Instead of hours of footage, today’s videographers also offer customized editing.

Options range from same-day edits to indie-style documentaries and even your own dramatic movie trailer. O’Connell says same-day edits are a “hot new trend. Your wedding ceremony can be captured, and then highlights can be shown at your reception.” Tredinnick acknowledges why anything your heart desires may be an option, “Technology is widespread and the emerging new equipment isn’t limited to certain areas.”

More than ever, photography and videography trends give couples free-reign to get creative. Whether you are shedding a tear or boogying on the dance floor, captured moments personalized to your style promise to be timeless treasures for years to come. ❀

AN ENGAGING SHOOT

Engagement photos are an exciting way to set the stage for your big day. Not only is this a great opportunity to get to know your photographer a bit better, but it also shows the world whom you are as a couple. The following ideas can ensure your first engagement photos represent your personalities.

Choose a meaningful location: where he proposed, your first date, the shady tree you love to sit under together, or even your own backyard oasis.

Incorporate fun props: a colorful bunch of balloons, your grandfather’s antique car, a whimsical parasol, or tandem bicycle.

Do an activity you love: take a picnic in the park, tend your garden, get some ice cream, or take a fishing expedition.

No matter what you choose, engagement photos are a great opportunity to have fun, while being true to who you are.



Music Made to Order

WORKING WITH YOUR ENTERTAINER TO CREATE THE PERFECT DAY

By Kim Sullivan

Photo by Shannon Porter Photography

Whether you envision your wedding reception to be an elegant, romantic affair or a party that gets everyone on the dance floor—music can make it happen.

A LASTING IMPRESSION

Music plays a significant role in how your big day will be remembered. According to Aaron Repinski, owner of Rip Roaring Entertainment in Winona, Minn., “Ultimately the music will make or break the reception. Your music will go for the entire night.”

SETTING THE MOOD

The mood you want to set and the type of music you would like to hear helps you decide what kind of entertainment to hire. Jake Wieser, owner of Outback Entertainment in Houston, gives this advice, “If you really want a wide variety of music, urban to hip hop to country to top 40, you should be looking at a DJ. It’s hard to find a band that will play all that.”

On the other hand, Wieser admits, there is a certain spark to live music. Greg Haskell, drummer and manager for The Pinsetters Band in La Crosse, agrees. “It’s hard for me to explain, but there is just so much positive energy coming off the stage with a live band. You just can’t compare it,” says Haskell. Before you make a final decision, Haskell advises seeing

your entertainer in action, whether it’s a DJ or a band. “You just cannot beat that hands-on experience,” he says.

COMMUNICATION IS KEY

Once you’ve decided who will provide the music, the next step is to describe the vision you have for the night. Tell your entertainer about the venue, the mood you want to create, the amount of audience participation you are hoping for and, of course, the music you want to hear.

Most entertainers have a questionnaire for you to complete; do this well in advance. Among other things, the questionnaire should ask about specialty songs you want (e.g., first song, father-daughter dance, bouquet toss) and the type of music you enjoy.

Tell your entertainer if there is a certain genre of music you don’t want played, or if there are certain songs you don’t want to hear because they bear bad memories or were significant in a previous relationship. Beyond that, keep in mind that you want to make your guests happy, so a variety of music is best.

Ease the burden of wedding night stress by doing the music preparation ahead. That way, when you float across the dance floor in the arms of your loved one, your only thought about the music will be how wonderful it sounds. ❀

10 QUESTIONS TO ASK BEFORE YOU HIRE AN ENTERTAINER

1. How many weddings have you worked? How many do you do in a year?
2. Is it okay for me to come and see you in action?
3. May I have the contact information for a few wedding couples you’ve recently worked with?
4. Who will be present the night of our wedding? (It’s not always the person to whom you are talking.)
5. When will you set up? (Preferably not during dinner.)
6. When will you start playing?
7. How long will you play?
8. What other services are being provided? (For example, announcing, lighting, use of microphones.)
9. What does your sound system consist of?
10. What kind of music do you play? (Number of songs and genres of music for a DJ and breadth of music for a band.)

Once you’ve chosen your entertainer, make sure to get a written contract, outlining all the details—and be sure to read it carefully so you understand all aspects of the agreement.

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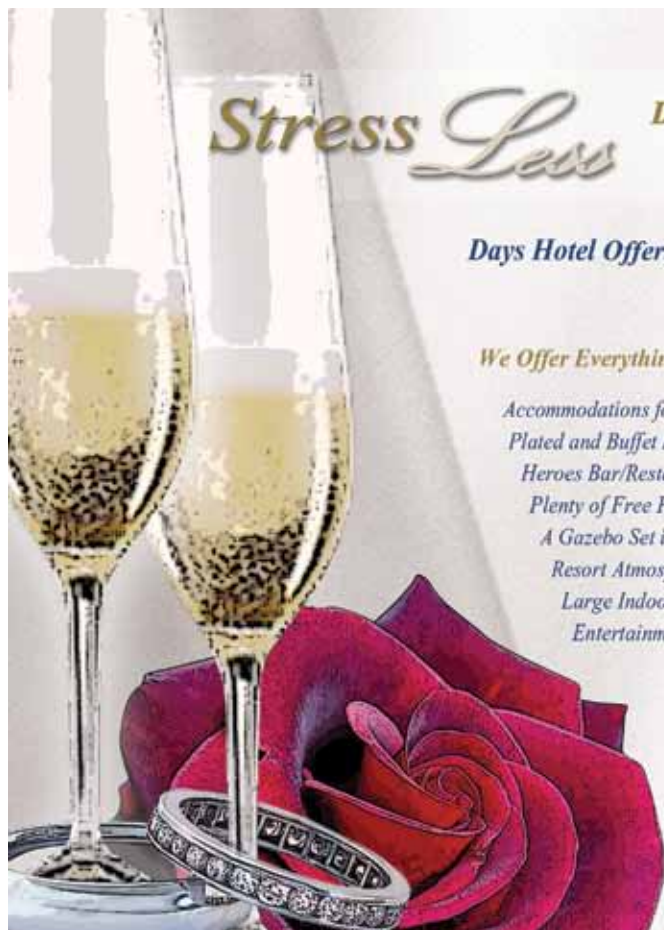


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Menu

HORS D'OEUVRES

Caramelized onion and blue cheese tartlets with balsamic glaze
Smoked chicken and artichoke stuffed mushrooms
Crab and avocado rolls, cucumber, ponzu, wasabi, inside-out roll
Smoked walleye and wild rice croquettes, truffled bearnaise

ENTRÉES

Herb-encrusted Salmon: pan-seared western Canadian salmon, sweet peas, wild mushrooms, spinach, and tarragon with pesto cream sauce and orzo

Garlic-herb Encrusted Prime Rib of Pork:
Iowa Farm Families premium Duroc pork—an 8 oz. boneless pork chop, roasted potato trio, vegetables du jour, parsnip-pear coulis, natural jus

Gnocchi Provençal: French green beans, cherry tomatoes, garlic, shallots, baby spinach, yellow squash, zucchini, fresh house-made gnocchi, and herbs de provence with or without chicken

DESSERT

White chocolate and pistachio cheesecake with raspberry coulis
Maple crème brûlée with pumpkin tuille pecan

Courtesy of Executive Chef Stacy Hanson of Hackberry's Bistro

Menu

HORS D' OEUVRES

Scallop and ahi tuna ceviche with lime and crisp tortilla
Caprese skewers with balsamic vinaigrette (featured above)

SALAD

Roasted organic golden beets with chevré, shallots, and candied hazelnuts tossed in sherry vinaigrette

ENTRÉES

Grilled, line-caught swordfish with Russian fingerling potatoes, roasted fennel, tomato beurre blanc, crème fraîche, and taro root chip

Grilled 8 oz. prime beef tenderloin and port reduction with chive-crushed golden potato and fresh broccolini

DESSERT

Mini trio of house-made key lime pie, Venetian chocolate cheesecake, and fresh raspberry tartlet with pastry cream

Courtesy of Chefs Alex Brevik and Kyle Abernathy, The Waterfront Restaurant & Tavern

Menu

HORS D' OEUVRES

Whipped brie with cucumber on crostini
Smoked trout, lemon-dill spread on pumpernickel
Mushroom caps stuffed with three cheeses
Amalblue cheese and sliced beef on crostini

SALAD

Signature's Caesar: Romaine, tomato, house-made croutons, caesar dressing

ENTRÉES

Roasted Pheasant:
Pan-roasted pheasant breast served with date demi-glacé

Diver Caught Sea Scallops:
Scallops poached in saffron-infused Beurre Monté, roasted parsnip purée

House-cut, Grilled Ribeye:
Extremely tender grilled ribeye, bacon cheddar dirty baby red mash with rosemary demi-glacé

DESSERT

Wedding cake

Courtesy of Manager David Wilson, Signature's Restaurant of Winona, Minn.



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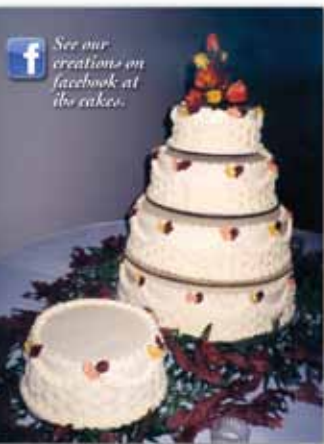
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The Sweetest Thing

TOPPING OFF THE PALATE WITH DESSERT DELICACIES

By Theresa Washburn

A sweet finish is always delightful. For today's bride-to-be that finish is miles away from the era of white-tiered cake topped with sugar bells. When planning the dessert, don't feel obligated to the traditional. Nationwide trends suggest that wedding dessert options are as creative and individualistic as the bride and groom. From Whoopie pies and brightly frosted Rice Krispie bars, to delicate tarts or a multi-colored tower of petit fours, wedding desserts offer a bevy of flavors and an eye-

catching display. What flavors do you love? Whether you are a citrus lover, never passing up the lemon bars or you would stop a train for a coconut macaroon, let your baker know your preferences and they can come to you with options. According to Mary Hennessey co-owner of the International Bake Shoppe in La Crosse, many couples still want the traditional cake, often adding red velvet to one of the tiers. They add variety with cupcakes and cheesecake options. No matter what your choice, endless flavoring



options give you the chance to offer everything from peanut butter and chocolate to orange creamsicle. Requests for gluten-free flour or vegan options are also possible. Most bakers suggest couples also provide traditional options for friends and family, who may not be used to the texture and flavor of these options.

ANYTHING GOES

Design is anything goes as well. Fondant has given the wedding cake a chance to be anything it wants to be. But other desserts can be beautiful as well. Alex Brevik chef at The Waterfront

has firsthand experience in the no-cake wedding. “Last year a couple came to the restaurant for dinner and had our featured dessert. They fell in love with the flavor and requested it for their wedding. The Chinese forbidden black rice pudding infused with jasmine and coconut finished with caramelized banana scallops and coconut crème anglais made a beautiful presentation.

DESSERT BUFFETS

For those who want to eschew tradition, nothing matches the confectionary oppor-

tunities of the Viennese-style dessert buffet. If your guests are adventurous, or their tastes varied, this type of table can satisfy almost everyone. Cookies cut into a wedding-cake shape and dipped in colored chocolate, fruit tarts with berries, and kiwis and strawberries draw the eye and make the mouth water. Color and height can make this table breathtaking. Don't skip the cake though, request a small cake to cut and display by the reception table

In the end, if you can dream it, you can do it. Wedding cakes and desserts are anything goes—only limited by your imagination. ❀



Color 101

MAKING A SPLASH WITH YOUR WEDDING COLORS

By Beth Erickson

The wedding palette, once an afterthought, has become a trend that cultivates a theme, promotes unity in appearance, and emits an aura of elegance throughout your day. Given the level of importance, it may seem a daunting task to choose the color or colors you will use, but it's easier than you think.

LOOK FOR INSPIRATION

Not sure where to begin? Look to the following to get your creative juices flowing:

Your favorite color: Identify your favorite and whittle it down to specifics. Do you like blue? Is it turquoise, teal, or sapphire?

Consider your venue: If your reception locale has neutral colors then anything goes. However, if there are dominant colors at the site, then you'll need to consider that before choosing your hues.

Winter, spring, summer, or fall: Look to the season in which you'll tie the knot for inspiration. Rusts, oranges, and chocolates for fall. Rich reds in winter. Pastels and lighter tones for spring, and bright or deep colors like those that bloom in your garden for summer.

Personal style: Are you Pottery Barn or Ethan Allen? Do you prefer antiques or country décor? Color ideas can come from more than just bridal magazines. Look to your favorite styles or runway fashions for palette options.

Favorite bloom: What's your favorite flower? Build your colors around the hues available in the bloom.

WHEEL OF FORTUNE

Once you've chosen your favorite shade, look for monochromatic or complementary colors by consulting a designer, looking at paint chips, or consulting a color wheel. Monochromatic colors are varying shades of the same color and produce a classic, elegant look. Have fun with it by adding a few similar colors for a more nuanced look.

Complementary colors involve two colors that are opposite one another on a color wheel. This offers a more trendy color palette that is high-contrast with both cool and warm colors like blue/gold or red/green. With a color wheel at your disposal, you can choose multiple shades of the same color or two to three complementary colors for the perfect blend.

CREATIVE INSPIRATION

Once you've chosen all of your colors, it's time to get creative. Make a mood board by scanning favorite images or uploading photos of dresses, shoes, styles, and use photo-editing software to put together a montage of your color and style preferences.

If you prefer a more tangible creation, pin your inspiration to corkboard. Then, show your vendors. Mood or inspiration boards make it easier for your vendors to get a glimpse of your wants and create the wedding of your dreams. ❀

resources for choosing colors for your wedding

www.dessy.com/pantone—Choose your wedding colors, upload and store images that inspire you, and create inspiration boards you can share with everyone from your reception facility to your florist. You can even order sheets of Pantone swatches to share with your vendors.

www.colorschemer.com/schemes—Once you log in and create an account, you can search by key nouns or adjectives for palettes of color to suit your whims.

www.sherwin-williams.com/visualizer—Indulge your love of color by searching for key hues and watching as this site pulls two additional complementary shades.

bighugelabs.com/colors.php—A creative approach to finding your favorite shade, this site allows you to upload a favorite photo and watch as it generates the main colors in the picture

colorschemedesigner.com—An online color palette that lets you select a color and find its monochromatic and complementary colors

www.pantone.com—An indispensable tool for designers, this site allows you to become a member and create and share color palettes.

www.fashiontrendsetter.com—With a handy color decoder that allows you to see fashion designers' Pantone color choices, you'll be able to look to current fashions for your color inspiration. To use, you'll need to download some software and be a member of MyPantone at www.pantone.com.



Photos left to right by "Muelier Photography"



Photos left to right by "Shannon Porter Photography"

“Color ideas can come from more than just bridal magazines.
Look to your favorite styles
or runway fashions for palette options.”



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Lighting the Way to Your Perfect Day

By Gina Depuydt

Photo by Shannon Porter Photography

Whether you're looking to create a romantic feel or tropical oasis at your wedding reception, lighting sets the mood. Today's lighting options allow endless arrays of color that impact the mood and give the appearance of texture and patterns so you can create your dream wedding, be it sophisticated, whimsical, timeless, or contemporary.

All too often, couples spend months planning the intimate details of their wedding, but never give consideration to the lighting at their event. Yet, when considered and planned with the theme, lighting effects create a look and feel that leaves wedding guests talking about the event for a long time. What's more, it allows for better wedding photos as well as visibility of all of the details you planned for your big day.

TALK TO THE PROS

When getting started, consider the mood you want to set for your affair. Do you want chic and stylish or modern and artistic? Ask what lighting your facility has available. Consider aspects of your wedding that you want to highlight like the cake or centerpieces. When choosing the right lighting for your wedding, consult a professional lighting designer. Get them involved early in the planning process. According to Dana Erickson, managing member of Commercial AV Systems LLC & Interstate Sound, lighting designers bring a broad range of experience to the table and can help not only with the particulars of style, but also with safety issues and structural limitations at different reception locales. For example, it's difficult to use some lighting styles in rooms with low ceilings, and some venues are just too small for a lot of lighting fixtures. "But when you have the space," he says, "there's nothing that will enhance your room quite as dramatically as lighting accents."

LIGHTING EFFECTS

There are many lighting options to get the desired mood at your event. Some are: LEDs—A popular option with vibrant colors and a wide range of options, "LEDs are one of our primary fixtures because

they don't get hot to the touch, and they're safe to have around small children," says Erickson. Erickson suggests making sure you use quality LEDs. "Inferior LEDs don't give off an even light across a surface. The normally dynamic colors can seem untrue," he explains. They're also perfect for outdoor weddings, as they don't attract bugs since they don't emit ultraviolet light.

Gobos—Truly unique textures, patterns, and even monogramming are options when you use gobos. These metal disks create images on your reception room walls, the dance floor, transparent panels of white fabric, or behind the head table. Consider illuminating a wall with color and the your new last name or monogram. "Effect lighting can transform an otherwise bland room into something remarkable," says Erickson.

Color wash—This option saturates the reception room walls to reflect the color or colors of your choice. "We do a lot of color washing with our LED fixtures," says Erickson. "It's a great way to change the way you light up a space."

Pinspots—If you've got a fabulous wedding cake or table centerpiece, show them off with a pinspot, a spotlight that targets and highlights a specific item.

MAKE IT YOUR OWN

Couples looking for ideas that are more cutting edge, might consider working with a lighting designer to construct a theme. Lighting options unleash creativity, allowing you to transform a room into another location. "We can introduce colors, patterns, and elements to replicate the vibe of a location," says Erickson. "For example, those looking for a Jamaican beach theme will see corresponding colors and projections of palm trees and waves. We're starting to see this type of request more often."

No matter how you choose to light up your wedding, spending time exploring your options and working with a lighting professional will turn your wedding from simple to spectacular. ✨

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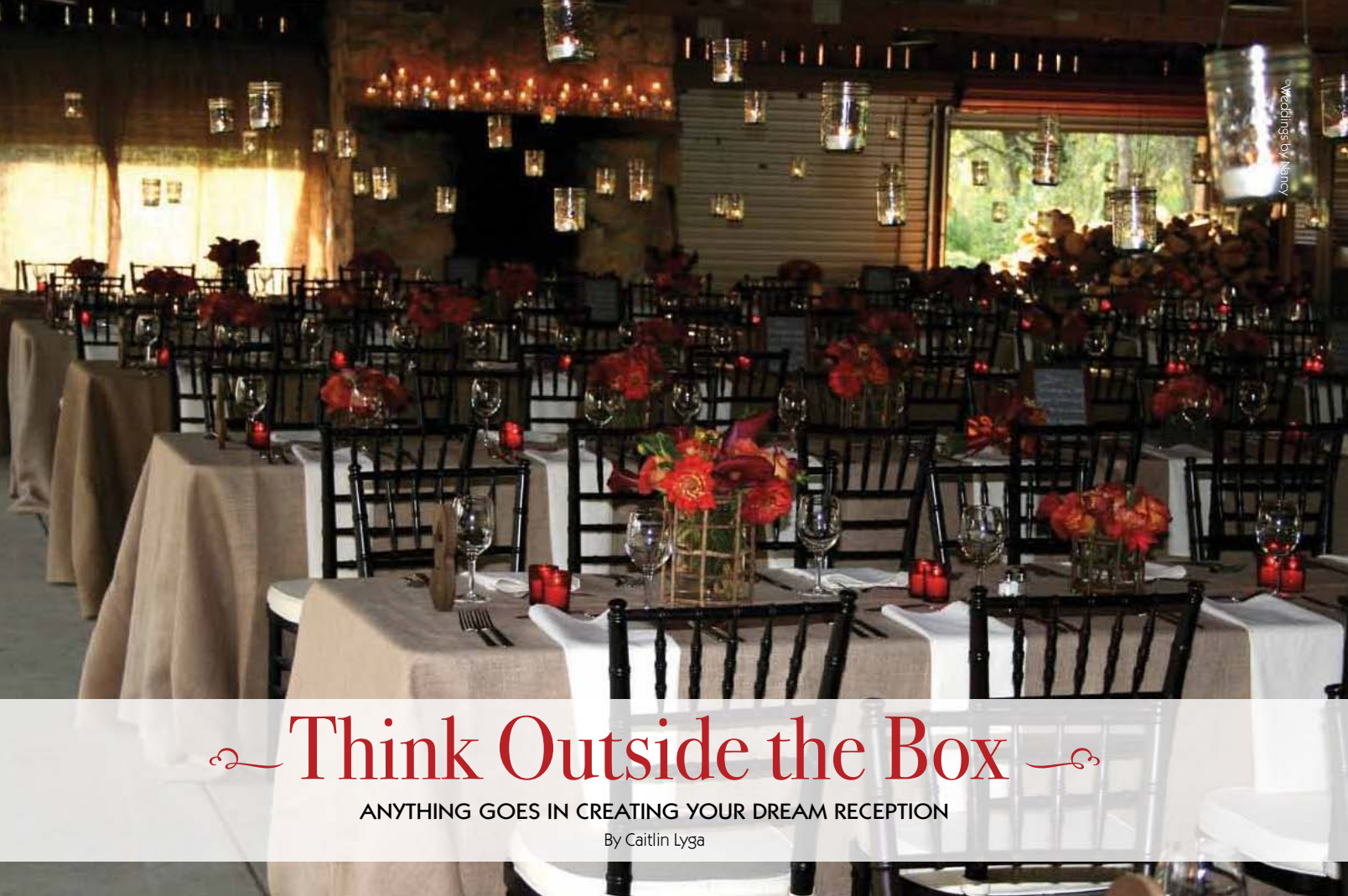


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Think Outside the Box

ANYTHING GOES IN CREATING YOUR DREAM RECEPTION

By Caitlin Lyga

When it comes to creating your wedding reception, the possibilities are endless, but it is important to stay true to your dreams in order to make the right choices in celebrating the day that begins your life together.

WHERE DO I START?

To make your reception a reality, developing a strategy helps. Nancy Flottmeyer, a Professional Bridal Consultant and owner of Weddings by Nancy, advises couples to craft a blueprint for their wedding by creating an inspiration board. Use a bulletin board or foam board and add items that pique your interest—materials, fabrics, photos, and advertisements. This will begin to reveal what elements and styles you favor.

A wedding planner can also jump-start your imagination. “Find a planner whom you click and connect with, and who will help you set the stage,” says Tanya Dais, owner of Shirley Elaine Weddings. Next, enlist help from other sources. Team up with trusted family members and friends. Show them your inspiration board so they can look for items and ideas that match your theme. “Get vendors on board,” suggests Flottmeyer. “Many of them have seen a lot and have great ideas. Make them part of your team, and ask them to get involved in the process.”

OUTSIDE OF THE “BALLROOM BOX”

Although your guest count will guide your venue choice, don't bind yourself to traditional thinking. “If a ballroom doesn't make sense to

you, don't go with a ballroom,” Flottmeyer says. “A lot of people incorporate trends and conventions because they think they make sense. Have everything make sense to the two of you.”

The mood and feel you'd like to convey to guests emerges through location, so choose a venue and elements that correspond. Outdoor, tented affairs can go upscale with a string quartet or jazz band, while the same venue can remain casual yet elegant with a folk music singer or instrumentalist. “There are a ton of options if you really look outside the ballroom box,” says Dais. “Love the outdoors and a fresh, country feeling? Have it in a barn. Golf is your thing? Pitch the white tent and have it right on hole number nine. Desiring a less traditional wedding setting? Check your local art museum, consider a boat cruise, or scope out your local park.”

However, if you do go the ballroom route, you have plenty of ways to make the venue your own. Change the room layout or tables for an instant facelift. Create various spaces-within-a-space. Consider a quiet area for lounging, a cocktail bar, a post-party wing. “We have seen some of the same venues repeatedly, but that's a challenge we love—making the space look different. We create the space for you,” Flottmeyer says.

ADDING A PERSONAL TOUCH

If the endless venue and style options fail to offer you enough personalization, décor is your answer. Take your unique and memorable reception to a whole new level by infusing elements and memories from your life together.



Raymond Siler Photography

“Don’t be afraid
to ask is it
possible?”

Flottmeyer recalls one jet-setting couple who created a map that labeled all of their destinations and the different cities their guests had traveled from. Another couple designated local points of interest on a hand-drawn map that was given out at their ceremony, so guests had places to visit during the two-hour break before the reception. Dais helped one couple arrange centerpieces from materials they had gathered together instead of splurging on store-bought items. “Any part of your wedding can be touched, from the linens to the cake to the menu. All of your options can be custom-designed and tailored,” Flottmeyer says.

CREATE LASTING MEMORIES

Tie in the people most dear to you for a truly memorable event. Many couples place photos of grandparents and parents on the cake table, or even use the very same cake topper or cake cutter their parents used.

Leave your guests with fond memories, too. “The day is about the two of you, but courtesy to your guests is incredibly important,” Flottmeyer says. “Keep in constant communication with them. If you have big lapses in the day, create events for them. Make sure it’s paced appropriately with a good flow. Every half hour, make sure something new is happening.”

Most of all, when it comes to creating a memorable reception, remember that the possibilities are endless. “I love when a bride comes in and says, ‘I have this idea.’ Tell me about it. We never tell a bride no,” Flottmeyer says. “Don’t be afraid to ask, ‘Is this possible?’ Chances are, it is.” ❀



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A Marriage of Tastes

SAY "I DO" TO COMPROMISE DURING GIFT REGISTRY

By Martha Keefe
Photo by Atypik Studio

You're getting married. Soon, you and your fiancé, two distinctly different people with unique personalities, lifestyles, and tastes, will create a home together. But what if he prefers handcrafted pottery over crystal vases? Or you adore tableclothes and linens, while he enjoys eating at the kitchen counter? Is it possible to successfully merge your seemingly disparate tastes?

MIX AND MATCH

"Yes," says Kim Pretasky, owner of Touch of Class, located in downtown La Crosse. "People like to create their own look by mixing traditional with contemporary. There just aren't so many rules about what goes into a home anymore."

Kay Mazza, store manager at Herberger's in Valley View Mall, agrees. "Since you can never stereotype a couple and their tastes," she says, "each couple gets handled individually and uniquely" to help determine which needs or look satisfy them both.

MAKE A LIST. CHECK IT TWICE

To eliminate confusion, Mazza suggests couples prepare a list of their home needs, acknowledge duplicate items they own, and then call ahead to meet with a gift registry consultant. "I see a lot of younger couples who are just so excited that they want it all," she says. "Whereas older, more established couples tend toward registering for more practical and functional items." Having a list not only serves as a guideline but also keeps couples focused on the task at hand. In addition, a list shows a more conservative

couple that they do have room to request something fun.

"People tend to be timid about the registration process," says Pretasky. That's why she recommends making an appointment in order to guarantee that a salesperson will be available to work solely with you. "We let couples know it's okay to register for what they really want."

THINK OUTSIDE THE BOX

As fewer couples entertain formally, traditional settings of china, crystal, and silver are being replaced by more contemporary offerings. Through the creative use of modern material, artistic flare, and color, functional items such as serving dishes and steak knives have become showpieces. "Pieces in vivid, bold color are very popular," says Pretasky. "Color is especially attention-grabbing and expressive."

"Electronic and technical gifts are also gaining in popularity," says Mazza. "Digital picture frames, electric wine openers, peppermills, even the GPS."

And with all the options available, it's simple to expand on tradition. "We actually have couples who register for cleaning supplies," says Mazza, referencing a product line of brooms, dustpans, and mops that come in contemporary styling and fun colors.

Pretasky suggests couples think in terms of what they use during specific times of the year. "People love to give holiday gifts," she says. "They like to know that the couple will think of them each time that gift is used."

With a little preparation and compromise in the gift-registry process, couples will find it is possible to marry tastes as well as each other. ❧

Your Wedding Planning Essentials

MN Marriage License Information

WHO SHOULD APPLY? The bride and groom must apply together. The completed license and application must be signed by both the bride and groom in the office of the County Clerk. One applicant may apply for the marriage license only if all of the required information for the absent partner is provided. Call the Clerk of Court to see how to get your partner's signature notarized. Requirements may vary from county to county.

WHERE SHOULD WE APPLY? A Minnesota resident who will be getting married in Minnesota must apply for the license at the County Clerk's office in the county where one of the applicants has been living for the last 30 days; this license will be valid anywhere in Minnesota. If the couple is getting married in Minnesota, but NEITHER of them has lived in Minnesota for the past 30 days, they must apply for the license in the County Clerk's office in the county where they will be married.

WHEN SHOULD WE APPLY? Minnesota has a waiting period of five working days. This waiting period can be waived if a district judge determines the circumstances to be "extraordinary." The marriage license is good for six months. For details visit: www.co.winona.mn.us (Departments, Vital statistics).

WI Marriage License Information

WHO SHOULD APPLY? The bride and groom must apply together. The completed license and application must be signed by both the bride and groom in the office of the County Clerk.

WHERE SHOULD WE APPLY? A Wisconsin resident who will be getting married in Wisconsin must apply for the license at the County Clerk's office in the county where one of the applicants has been living for the last 30 days; this license will be valid anywhere in Wisconsin. If the couple is getting married in Wisconsin, but NEITHER of them has lived in Wisconsin for the past 30 days, they must apply for the license in the County Clerk's office in the county where they will be married.

WHEN SHOULD WE APPLY? Applicants may apply no earlier than 30 days prior to their wedding. There is a mandatory six work-days waiting period, which starts the day AFTER the application is filed. The license is valid for 30 days after the issuance date, and the official ceremony must take place during those 30 days. There is a restricted time period during which the license application must be filed. For details visit: www.lacrossecounty.org/countyclerk/Marriage.htm.

Wedding Budget

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 consistent. This does not include your honeymoon. Outdoor, tented weddings will cost more due to all of the rentals required.

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

| | |
|-----|---|
| 44% | \$11,000 — Reception Venue, catering, beverages, and cake |
| 20% | \$5,000 — Photography/Videography Photography, album, videography |
| 10% | \$2,500 — Flowers Ceremony, bouquets, pin-ons, and reception décor |
| 6% | \$1,500 — Wedding Apparel Gown, headpiece, alterations, hosiery, and shoes |
| 5% | \$1,250 — Rings Wedding bands (not engagement ring) |
| 4% | \$1,000 — Music Ceremony and reception DJ or band |
| 3% | \$750 — Invitations Wedding stationery, postage |
| 3% | \$750 — Miscellaneous Favors, marriage license, guest book, hair and make-up, and attendant gifts |
| 3% | \$750 — Transportation |
| 2% | \$500 — Wedding décor Linens, lighting, and candles |

Wedding Planning Calendar

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, 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, cocktail hour, dinner, 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 AND WHO?

- 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
- Mail wedding-day schedule to wedding party and family members



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Raymond Siler Photography

TENT RENTAL
La Crosse Tent and Awning

Dave proposed on a beautiful beach in Panama while we were on vacation in February 2009. It was the most surreal and exciting moment of my life!

When we returned home to San Diego, the planning began. The first person I called was my mom, and we had an exciting conversation about all the location possibilities. But among them all, what stood out the most in my mind was Minnesota in the fall, how much I miss it, and how much I miss La Crosse's Oktoberfest. That's why Dave and I decided to have our wedding in my parent's spectacular backyard in La Crescent, Minn., with family and close friends—during Oktoberfest.

On Friday, the day before our wedding we, along with family and friends, were excited to see the initial Oktoberfest parade and the tapping of the golden keg that kicks off the festivities. Unfortunately, it rained all day. I was nervous, having planned our wedding ceremony outside for the next day.

On Sept. 26, our wedding day, I woke up and ran to the window, seeing fog, but no rain. A few hours later, the sun broke through, and it became the most beautiful day. Our fall wedding day was better than we could have imagined. My mom, maid of honor, and I had found the perfect vintage-inspired ivory lace dress. Dave and his best man wore rich, chocolate-brown suits. My maid of honor had a beautiful, long, flowing terracotta dress. Our fall theme was enlivened with the rich colors of burnt orange and vivid burgundy. My 3-year-old flower girl, who wore an adorable ivory and chocolate dress, dropped leaves instead of flowers.

Dave and I had so much fun that we couldn't stop smiling. We loved having our bride and groom pictures taken. Our photographer was amazing and willing to climb into my dad's 1961 Willys CJ5 while he drove us along the ridge road finding great locations for our pictures. He captured every moment and made us feel so comfortable.

Our wedding day was perfectly sweet and, as it came to an end, my parents surprised us with a brilliant, white fireworks show. I was the happiest bride ever. ❀

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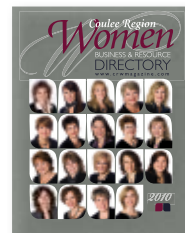
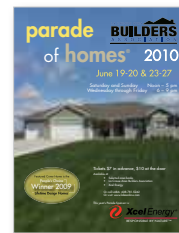
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Mrs. B

FLORIST
Family Floral

PHOTOGRAPHY
Luann Dibb Photo

VENUE
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When we started planning our wedding, I read about all of the fancy things we should do for it, but that really isn't us. Instead, Matt and I wanted a fun, enjoyable wedding that illustrated who we are.

Football plays a major part in our lives, so after the ceremony, we stopped at our high school football field to take photographs. It was so much fun tossing the pigskin around and actually running routes. I played quarterback and called out plays. We were doing what we loved and having fun. The football came with us to the reception and made its way into the grand march and our photo booth. The photo booth was very memorable. Not only did our guests get to take a photo strip home, but we got to keep a copy with comments they wrote. One of our guests signed his name and said it would be worth millions some day.

The football theme was carried through in our décor and menu. We used mason jars as table decorations, washtubs as chip holders, and enjoyed tailgate-style food. Our meal was brats and hotdogs, the official food of Wisconsin-born children! For cocktail hour, we had a nacho cheese bar with a flowing nacho cheese fountain. Tortilla chips, pretzels, veggie straws, jalapenos, and salsa for those "watching their figures," were placed in galvanized buckets with handmade lines. This was a fun way to entertain our guests during cocktail hour—and who doesn't like nacho cheese? Though most brides eat like a bird on their wedding, I pigged out on the food, because it was what I love.

With good Wisconsin food goes good Wisconsin cake, which my grandma made. We had different kinds of sheet cakes and a three-tiered wedding cake. While it sounds like a lot of work for one grandma, she actually works as a cake decorator at Linda's Bakery, making her and Linda's the obvious choice.

Our wedding was amazing because it illustrated who Matt and I are. We didn't worry about breaking any of the wedding "rules" we'd read about, we just found a way to bring everything we like together in one memorable night! ❁



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Even though Adam and I went to college, met, and live in the Twin Cities, there was never any question that our traditional wedding would be in La Crosse, since it is where I was born and raised. La Crosse is such a beautiful city nestled on the Mississippi River, and we wanted that to be a part of our big day. The wedding party even drove around town that day in four white Buick Lacrosses.

We started planning nearly a year and a half ahead of time, so all of the vendors we wanted were available. Selecting a date was the easiest part. When we looked at the calendar for the summer of 2010, we discovered that my parent's anniversary fell on a Saturday. There seemed no better way to honor them and their wonderful marriage than to share a wedding anniversary with them.

For me, deciding on the bridesmaids' dresses was the biggest challenge. Our wedding theme was vintage elegance. I looked at five different wedding shops on eight separate occasions before finding the perfect dresses. On the other hand, I found my dress more quickly than I'd planned. Trying on dresses and feeling like a princess was so much fun, that I wasn't ready for it to be over after the third time dress shopping.

Of course, planning a wedding from out of town was more stressful; there were times when we came back to La Crosse multiple weekends in a row. Then, there was the discovery, two months before the wedding, that our church, the Cathedral of St. Joseph the Workman, was having its organ replaced. I had always envisioned walking down the aisle to "Canon in D" on the organ, so I was crushed that it wouldn't be available. After many tears and phone calls, we found the Crescendo String Quartet to play at the ceremony. I was nervous, but the music was phenomenal, and actually turned out better than if the organ had been available. We received many compliments on how beautiful it was.

Our wedding day went by in a flash. After all the hard work and anticipation, it was hard to believe that it had finally arrived. All that was left was to sit back and enjoy every moment, which we did. Now, we have all of our beautiful photos to look back on to remember that perfect day. ❀

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The Waterfront Restaurant & Tavern

After I had spent a summer studying in Spain, Adam and I took a trip to Venice, Italy, where he proposed during a romantic gondola ride. We immediately sent text messages to our parents, brothers, sisters, and friends with the news. Little did I know, that both of our families already knew. Adam had spoken with my dad and his parents ahead of time. Everyone did a great job of keeping it a secret.

Since Adam and I are both laidback individuals, we promised one another there would be no stressing out about the planning process—which began about 20 minutes after the proposal. I'd be lying if I said there was zero stress, but we were very lucky to know many people who had recently married. We figured if they had done their research and everything turned out wonderfully, we could follow their advice. When the wedding day finally arrived, the weather was beautiful. Adam made sure the tuxes were picked up, while the bridesmaids and I went to get our hair done and enjoy a light breakfast. My mom and I left early to go to the church, change into the dress, and make sure the flowers were set and that the programs were organized.

Adam Mueller, from Mueller Photography, took pictures of Adam and I ahead of time, so we could relax and laugh together before the ceremony. The mass went very smoothly and everyone was in awe of the amazing homily from Fr. Sam Martin.

After the ceremony, we took a trolley to Pettibone. When we got to The Waterfront Restaurant and Tavern, Adam and I had a small receiving line outside, and then had a wonderfully delicious meal while hilarious toasts were made. The night ended with dancing, dancing, and more dancing! Adam, being the spectacular guy he is, agreed to one dance class at Moonlight Dance Studio before the wedding. At the dance, we did the foxtrot as best we could to "The Way You Look Tonight." Paul Mabin and his band, Mabin Millennium from Chicago, kept everyone entertained with the best dancing music you can imagine. We couldn't have asked for a better or more memorable day together with all of our family and friends. ❖



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Jason and I had been traveling around the country together for years with our jobs when he decided to propose. It was a warm September day in St. Louis, and we had just gone to the top of the Arch. As we came down and were making our way back through the park, he suddenly stopped me and got down on one knee. It was the most amazing feeling to know that someday we would be starting a new life together.

We had a long engagement, and with all the travel, planning the wedding seemed to get put on the back burner. We never really gave it much thought; I just knew that I wanted it to be outdoors. As long as our friends and family were there, that was all that mattered, so that is where we started.

Since travel is such a huge part of who we are, I decided to include details that would reflect that. We used pictures we had taken over the years as part of the centerpieces on the tables and for our guests to take as favors. We marked a huge mounted map with pushpins to designate all of our stops along the way and placed it above the gift table so everyone got to "see" the life we had created over the years. It was wonderful to see our guests enjoy those visuals.

Justin Trails Bed and Breakfast Resort in Sparta was the perfect setting for our day. It has a casual atmosphere that allowed us to take advantage of the beautiful trees and gardens as well as the old barn and cabins. Maranda Schreier, our photographer, was able to show all of the beauty that the day had to offer in her photos. I had asked her to incorporate the surroundings, and she did an amazing job capturing all the moments that mattered most, even in the unrelenting heat of that July day!

In the end, we decided to keep everything simple and focus on the commitment being made and the friends and family that came to share it with us. The outdoor setting, decorating the tent, the food from Rooster Andy's, and the cupcake wedding cake from Linda's Bakery all helped create the atmosphere we wanted. We loved that our whole day was personal. It felt like we were having a big party in our own backyard. ❧

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Real Weddings

07.24.2010 Ashley (Revels) & Joe Ingvalson



CATERING
Nell's City Grill

DJ
Music Mix of La Crosse

FLORAL
Cottage Garden Floral

GOWN
Simply Bridal

HAIRSTYLE
Beauty Mark Salon

PHOTOGRAPHY
Studio Nouveau Photography

VENUE
City Brewery Hospitality Center

Joe and I met our junior year in college. That year, he lived next door to my friends from high school. The night we met, he was doing magic tricks, and I found him funny and intriguing. My friend, Natalie, played matchmaker, and now, here we are!

Generally, I'm pretty outgoing, and Joe likes to sit back and relax. So, naturally, I planned most aspects of our big day. The flowers, dresses, church—everything! Knowing Joe so well, I figured on our wedding day he would act as he normally does—cool, calm, and collected. I thought I would be the teary, emotional mess! Well, I was in for a bit of a surprise. He called me the morning of our wedding to go over detailed logistics, like where the unity candle should be placed. I hadn't given it a thought, because it didn't matter. But it appeared to have kept him up most of the night. He then asked how I had slept. "Like a baby," I said, which was the truth. But he tossed and turned all night and slept for only three hours. Surprised, I told him to take a quick nap so he'd be as good as new. When I was getting my hair done at the salon, I received flowers he'd sent to me there. We were back on track. Then, the ceremony began. I was feeling great! Happy, excited, not a bit nervous—until I heard Joe was very nervous and pacing. He had sent a groomsman to ask me, yet again, where the unity candle should go. "I could care less," I said. "Just move it wherever." It was then that I realized Joe was only nervous because he was so serious about our commitment. Later, he told me that since he knew how much effort I put into our day, he wanted it to be perfect.

As I walked down the aisle toward my soon-to-be husband, I knew that I was the luckiest woman to be marrying such an amazing man. When we met and joined hands, he whispered that he might not look into my eyes as we said our vows, because he would start crying and might not be able to stop. My earlier thoughts were confirmed; and I will never forget that feeling of joy and confidence as I married my soul mate. ❧

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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 | Varies | Provides centerpieces (8" oval mirror and crystal oil lamp), no service charge |
| Bentley Wheeler B&B 608.784.9360 938-950 Cass Street La Crosse, WI | C/R | 75 | Approved caterers | Varies | N/A | Beautiful Victorian B&B with guest house |
| Best Western Midway Hotel Riverfront (back cover) 608.781.7000 1835 Rose Street La Crosse, WI www.midwayhotels.com | C/R | 350 | Onsite | Varies | \$13.95-23.00 | Round tables, linens, center pieces, dance floor, free parking |
| Best Western Riverport Inn & Suites 507.452.0606 900 Bruski Drive Winona, MN | C/R | 420 | Onsite | Varies | \$16.99-23.99 | Connected to hotel, ballroom, in-room bar, many services included in rent price |
| Cedar Creek 608.783.8100 2600 Cedar Creek Lane Onalaska, WI | C/R | 100+ | Onsite | Varies | \$12.95-25.95 | Beautiful golf course location, open to public |
| City Brewery Hospitality Center 608.785.4820 1111 3 rd Street S La Crosse, WI | C/R | 350 | Onsite and offsite | Varies | \$15.00+ | History of brewery, parking lot |
| Concordia Ballroom 608.782.7049 1129 La Crosse Street La Crosse, WI | C/R | 240 | Approved caterers | \$325 for full day | N/A | Parking lot, wood floors, spacious layout, air conditioning |
| Countryside Estate 507.643.6436 42798 Stoehr Drive Dakota, MN | C/R | 50 | Approved caterers | \$1,000 per day | N/A | Reception site in country setting, outdoor sites for tents, 200 acres of trails, parking, close to I-90 |
| 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 Hotel (pg 39) 608.783.1000, ext. 7102 101 Sky Harbour Drive La Crosse, WI www.daysinnlacrosse.com | C/R | 300 | Onsite | Varies | \$13.99+ | Gazebo within beautiful Old English gardens, complete wedding package |
| Dock 7, The Courtyard, (pg 6) Saint Andrew Square 608.782.5226 1501 St. Andrew Street La Crosse, WI www.boothillpub.com | C/R | 260 | Onsite Approved caterers | Varies | Varies | Historical location, unique setting, outdoor beer garden/courtyard |
| Drugan's Castle Mound Country Club (pg 55) 608.526.4144 W7665 Sylvester Road Holmen, WI www.drugans.com | C/R | 300 | Onsite | N/A | \$17.95-25.95 | 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 Grandad's Bluff |

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|---|-----|--------------------------------|-------------------------------------|-----------------------|---------------|--|
| Four Seasons Community Center (pg 51) 507.725.4000 900 N Kingston Street Caledonia, MN www.4seasonscc.com | C/R | 400 | Approved caterers | Varies | Varies | Large parking lot, dance floor, caterer of your choice, linens, glassware, projector |
| Fox Hollow Banquet Hall (pg 72) 608.786.3020 N3287 County Road OA La Crosse, WI www.foxhollowgolfandbanquets.com | C/R | 300 | Onsite and offsite | \$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 56) 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 608.784.4877 501 Front Street La Crosse, WI | R | 150 | Onsite and offsite | N/C | \$14.95-24.95 | Free parking, private banquet bar, windowed ballroom |
| Howie's Hof Brau 608.784.7400 1125 La Crosse Street La Crosse, WI | R | 300, 175 for a sit-down dinner | Onsite or approved caterers | Up to \$700 | Varies | Northwoods theme, 11' screen for slide-shows, banquet hall w/stage, balcony, or downstairs |
| Huntington Farm (pg 70) 608.637.2936 S4240 Haugen Road Viroqua, WI | C/R | 300 | Offsite | Varies | Varies | Enchanting gothic-style barn, beautiful grounds and perennial gardens |
| Knights of Columbus Hall 608.784.1080 N3020 Highway 16 La Crosse, WI | C/R | 250 | Onsite | Varies | Varies | Free parking, private bar, one level, handicap access, easy access off Hwy. 16 |
| La Crosse Center (pg 51) 608.789.7400 300 Harborview Plaza La Crosse, WI www.lacrossecenter.com | C/R | 100-800 | Approved caterers | \$400-1000 | N/A | Variety of banquet rooms, located downtown by the river and hotels |
| La Crosse Queen Cruises (pg 62) 608.784.8523 405 Veteran's Memorial Drive La Crosse, WI www.lacrossequeen.com | C/R | 149 | Onsite | Varies | Varies | Unique setting and great view, travel down the Mississippi on an authentic riverboat, great for rehearsal dinners too. |
| La Scher's Hall 608.786.4255 102 N Leonard West Salem, WI | C/R | 175 | Onsite with in-house executive chef | Varies | \$7-18 | Beautiful historic building, outdoor courtyard, parking, custom menus, 8 x 10 digital projector, in-house music, rec room /game area |
| Maple Grove Country Club 608.786.1500 W4142 CTH B West Salem, WI | C/R | 550 | Onsite | N/C w/guests Over 200 | \$12.75-21.95 | Four banquet rooms, located on golf course, great for rehearsals, live music |
| Nell's City Grill & Catering (pg 70) 608.782.7004 1111 3rd Street S La Crosse, WI www.nellscitygrillandcatering.com | C/R | 330 | Onsite and offsite | Varies | Varies | History of brewery, parking lot, catering only |
| Norskedalen Nature and Heritage Center 608.452.3424 N455 O. Ophus Road Coon Valley, WI | C/R | 200+ | Offsite | Varies | N/A | Provides scenic grounds/shelters for wedding receptions, ceremonies, and gatherings, amphitheatre |



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| Onalaska OmniCenter (pg 62) 608.781.9566, ext. 203 255 Riders Club Road Onalaska, WI www.omnicenter.net | R | 800 half the arena, 200 small banquet hall | Certified caterers | Varies | N/A | Spacious room, free parking, bridal package |
| Outback Ranch, Inc. (pg 68) 507.896.5550 7750 TT Road Houston, MN www.outbackranch.net | C/R | 500 | Approved caterers | Varies | NA | Event venue, cabin lodging, honeymoon suites, DJ service, horse lodging, trails |
| Pettibone Resort (pg 68) 608.782.5858 333 Park Plaza Drive La Crosse, WI www.pettiboneresort.com | C/R | 275 | Onsite | Varies | \$16.95-23.95 | Large stone fireplace, deck overlooks the river, waterfall outside |
| Pogy's Catering 608.784.2386 1232 Avon Street La Crosse, WI | C/R | 200 | Offsite | Varies | Varies | |
| Pump House Regional Arts Center (pg 70) 608.785.1434 119 King Street La Crosse, WI www.thepumphouse.org | C/R | 140 ceremony 200 reception | Offsite | Varies | N/A | Unique, historic building with grand staircase, located in downtown La Crosse, free parking, good for rehearsal dinners |
| Radisson Hotel (pg 56) 608.793.5005 200 Harborview Plaza La Crosse, WI www.radisson.com/lacrossewi | R | 50-270 | Onsite | \$400-1,000 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 nd Avenue N Onalaska, WI | C/R | 250 | Onsite and offsite | N/C | \$9.95-17.95 | New patio overlooking 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 48) 608.781.3060 3060 South Kinney Coulee Road Onalaska, WI www.stoneycreekinn.com | C/R | 500 | Approved caterers | \$500-2,350 | Buffet \$16-25 Plate \$19-30 | Northwoods décor hotel, the largest banquet room attached to a hotel in the area, outdoor |
| The Freight House 608.784.6211 107 Vine Street La Crosse, WI | C/R* | 120 | Onsite | Varies | \$22-50 | Small, intimate, attractive dining area *ceremonies only during warm months |
| The Grand Hotel Ballroom (pg 48) 608.784.8899 207 Pearl Street La Crosse, WI www.pearlstwest.com | R | 150 | Onsite | N/A | N/A | 1930's authentic atmosphere, close to hotels—a must see |
| The Historic Trempealeau Hotel (pg 52) 608.534.6898 150 Main Street Trempealeau, WI www.trempealeauhotel.com | C/R* | 20-500 | Onsite | Varies | \$12 | Have your wedding on the banks of the Mississippi River * no ceremonies only |
| The Waterfront Restaurant and Tavern (pg 2) 608.782.5400 328 Front Street South La Crosse, WI www.thewaterfrontlacrosse.com | R | 100-250 | Onsite | \$5,000 food and beverage minimum | \$20+ | Close to Riverside Park, upscale décor/environment, beautiful panoramic views of the river, indoor and outdoor capabilities |
| Traditions Restaurant (pg 60) 608.783.0200 201 Main Street Onalaska, WI www.traditionsdining.com | C/R | 35 | Onsite and offsite | Varies | Varies | Cozy and unique with old-world charm, great for rehearsal dinners |
| Viterbo University 608.796.3737 900 Viterbo Drive La Crosse, WI | R | 30-300 | Onsite | Varies | \$7.25-15.95 | Free parking, spacious room, floor-to-ceiling windows, beautiful landscaping |

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love is real

A bride and groom are shown in a close embrace, kissing. The bride is on the left, wearing a white wedding dress and a long veil. The groom is on the right, wearing a dark suit. They are both smiling and looking at each other. The background is a bright blue sky filled with soft, white clouds. The overall mood is romantic and joyful.

Shannon Porter

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