

UW-L

Continuing Education
and Extension

2004 - 2005
YEAR IN REVIEW



Credit Courses



Youth Programs



Certificate Programs



Learning in Retirement



Conferences &
Workshops



Learning Communities

*Connecting the
university and the
community*

Dear Colleagues and Friends,

As I retire and embark on a new chapter of my life, I want to thank you for your support and cooperation over the past 21 years. I have loved my work in Continuing Education and Extension. The opportunity to connect the University to the community has been very rewarding. Working with community professionals, faculty and colleagues around the state, I have had the pleasure of creating programs to meet the professional and personal development needs of adults in our region. Programs such as “Protecting Families and Children,” “Healing in the 21st Century” and the “Gerontology Certificate Program” have allowed me to work on issues that I feel passionately about and, I hope, have positively impacted our region.



I am grateful for the commitment and compassion of human service professionals in our area. From administrators to paraprofessionals, they demonstrate a desire to enhance their knowledge and skills to better serve their clients. I am also grateful to my colleagues in Continuing Education. You have been a great group of people to work with! I will miss you.

Sincerely,
 Donell Kerns
 Assistant Director

AWARD RECEIVED

- Penny Tiedt, CEE assistant director, was recognized as an honorary faculty member in the College of Science and Allied Health by Dean Mike Nelson.



| | Number of Programs | Number of Enrollments |
|-------------------------|--------------------|-----------------------|
| Learning Community* | 93 | 3,294 |
| Credit Courses | 116 | 868 |
| Certificate Offerings | 24 | 343 |
| Conferences & Workshops | 74 | 3,013 |
| Pre-College Programs | 27 | 1,173 |
| Older Adult Programs | 38 | 958 |
| Total | 372 | 9,649 |

* Total of 532 students enrolled fall semester; total of 566 students enrolled spring semester

LEARNING COMMUNITIES

Who are we and what do we do?

Continuing Education/Extension (CEE) can work with you to develop educational programs (both credit and noncredit) that enable individuals to earn degrees and certificates, meet licensure requirements, accomplish professional goals, participate in conferences, and pursue leisure and academic interests.

Learning Communities

- In partnership with the UW-L School of Education and Learning Quest Associates, CEE administered the ME-PD Learning Community program for 691 teachers and school professionals. Learning Communities were organized in La Crosse, De Soto, Onalaska, West Salem, Melrose, Durand, Chippewa Falls, Rice Lake, Hudson, Berlin, Reedsburg, Madison, Verona, Oregon, Sun Prairie, Watertown, Hartland, Pewaukee, Beloit, Burlington and Menomonee Falls. In May, 164 graduate students received their ME-PD degree from this program.
- Approximately 560 ME-PD Learning Community students and alumni, school district administrators, and UW-L faculty and staff convened at the La Crosse Center for the seventh annual Learning Community conference, developed by CEE, the School of Education and Learning Quest Associates. Participants attended sessions to enhance teaching practices, better meet the needs of diverse learners and learn new ways to motivate students.



“Every Monday I took skills and strategies I learned over the weekend and applied them to my classroom. This program has had positive impact on the way I teach and the way my students learn.”

--ME-PD Learning Community student

IMPACT

More than 1,200 individuals from over 200 school districts have completed the Master of Education-Professional Development (ME-PD) learning community program from 1997-2004. The majority of these students are PK-12 educators interested in obtaining a master's degree to improve their teaching credentials and classroom instruction.

Interviews conducted with graduates of the ME-PD program indicated they were more responsive to student needs, were willing to try new activities and strategies and were reflective about their teaching practices. As a result, they reported, their students were exposed to more relevant and richer learning opportunities and were challenged to do more problem solving and higher-level thinking.

Ten school administrators with 10 or more ME-PD graduates in their districts were also interviewed. Each administrator stated they had seen positive differences in the graduates' teaching practices and in their school culture. They also reported that these teachers take on more leadership and share ideas and activities with colleagues.

Learner Profile:



Naomi Harm

When Naomi Harm made the decision to pursue her master's degree, she knew that it had to accommodate her already busy schedule. At the time, she was a full-time elementary school teacher raising a family of four. “I was looking for a program that would have the least disruption to my family life but a program that was also academically rigorous,” says Harm.

In 2001, Harm enrolled in the ME-PD learning community program. Throughout the two years, she was able to collaborate and network with fellow educators and professionals, learn new skills and strategies immediately applicable to her classroom, and customize an action research project that was individualized for her. “The program provided me with a conducive learning environment to exchange creative ideas, it allowed for the sharing of best practices and an opportunity for in-depth discussions surrounding curriculum, instruction, and assessment,” says Harm.

Since graduating, Harm accepted a position at CESA #4 as Educational Technology Services Director. “As a result of earning my ME-PD degree, I have been able to incorporate the research methodology I learned from the program into all of my newly designed technology integration programs at CESA #4,” she adds. “By using the research strategies, I know I am designing and delivering an effective technology program for K-12 educators.”

CREDIT COURSES

- The Exercise and Sport Science Master of Science **Sport Administration** option offered in Pewaukee and the **Physical Education Teaching** option held in Beaver Dam used **cohort formats** for their three-year rotation of classes. Other courses were held in Eau Claire, Minocqua, Tomahawk and Wisconsin Dells. Total enrollment for the 24 courses was 244.
- The **Arabic and Persian Immersion** program, an eight-credit UW-Madison program, drew thirty-five adults from across the country to learn Arabic or Persian.
- **Biology 105** was offered for 11 advanced high school students in partnership with the **La Crosse School District**.
- Human Development was transmitted to **teachers at Hillsboro High School** and Learning and Instruction to **teachers at Holmen and Sparta** using **distance education** technology.



“The program was excellent with regards to current research, and where physical education needs to go. Material and the resources were excellent!”

— ESS Physical Education Teaching student



Credit staff (left) front, Gary Gilmore, Annette Valeo; middle, Kay Robinson, Lynn Weiland; back, Karen Hansen and Susan Larkin.

- **Educational Studies** offered an optional credit course in conjunction with the **Autism Spectrum Disorders Certificate** in partnership with **Chileda**.
- The 12th annual **Washburn Academy**, offered in partnership with the **UW-L School of Education** and the Cooperative Educational Services Agency (**CESA**) #4, resulted in 340 graduate enrollments from the two academy weeks in Holmen and Onalaska and additional pre-academy offerings.
- Credit courses were offered to Onalaska Middle School, Eagle Bluff Elementary School and Logan High School teachers working with the Professional Development Schools.
- Other professional development opportunities for educators included:
 - **Writing Assessment and Instruction: 6 Traits**, providing teachers with best practices in writing instruction, held in La Crosse;
 - **Classroom Management**, assisting teachers to develop successful strategies for student behavior, offered in Onalaska;
 - **Writing for Publication**, helping teachers with professional writing skills, held in Viroqua;
 - **Perspectives in Drawing and Exploring the Outdoor Classroom**, enabling teachers to utilize the outdoor landscape into their curriculum, offered at the Kickapoo Valley Reserve.

CERTIFICATE PROGRAMS

Learner Profile:



Carol Meirick

- CEE, the Small Business Development Center (SBDC) and the College of Business Administration offered the **Healthcare Management Certificate** program to 46 healthcare professionals using **distance education** technology. Supported by an EDvantage grant from UW-Extension, the program originated from the **Health Science Center** with receive sites in **Tomah, Whitehall** and **Sauk City**.
- In partnership with **Chileda**, CEE offered the **Autism Spectrum Disorders Certificate** program. Forty-five adults completed the 30-hour certificate this year.
- The Gerontology Certificate, offered in partnership with the **Psychology** department, had 50 learners enrolled and 15 graduates. This 120-hour noncredit program designed for health and human service professionals and other interested individuals has been renamed the **Advanced Gerontology Certificate**. A **new 60-hour Gerontology Certificate** began this year.
- The University of Wisconsin offers an **online 18-credit Gerontology Certificate** program that combines the expertise of seven UW institutions. CEE partnered in developing this undergraduate certificate, and the **Psychology** department offered the Foundation of Gerontology course entirely online.
- Over 120 business managers and supervisors participated in the **Supervisory Management Certificate** program, a series of professional development seminars, offered by the SBDC.

"There was so much useful information throughout the program that gave multiple perspectives on controversial topics. It increased my knowledge, which will be an asset in my future. It was a wonderful program!"

--Autism Spectrum Disorders student

IMPACT

In 2004, CEE conducted a survey of graduates of the Gerontology Certificate Program (GCP). Since its inception in 2001, 48 individuals have completed the 120-hour professional development program. The goal of the survey was to measure the impact of the GCP on the graduates and on the work they do. Thirty-five respondents completed the evaluation survey.

More than 85% believed the knowledge gained impacted the way they worked with older adults. "It has enhanced every aspect of working with older adults, from medication to social issues," says one respondent. "I have a much more well-rounded approach to my patients," adds another. The respondents also reported more compassion and understanding of the aging person.

When asked about how the GCP had impacted them personally, 26 individuals responded positively. "It has given me a feeling of more authority in my field of nursing." "I wish I would have taken this program years ago - it would have been valuable in my geriatric work."

Additionally, 79% respondents indicated that they felt better about their work and expressed increased enthusiasm for their work.

As Carol Meirick enrolled in the Gerontology Certificate Program (GCP) in the fall of 2002, she didn't know what to expect. Employed as a pool nurse at Franciscan Skemp Healthcare for the past 10 years, she has worked much of her time in the aging unit. "Working with older adults has always intrigued me," says Meirick. "When I registered for the program, I didn't think it was going to be as good as it was. After participating in the two-year program, the information I obtained provided me with an opportunity to better relate and understand how older adults feel physically, mentally and emotionally," she explained.

Meirick encourages not only health and human professionals but adult children of aging parents, older adults and the general public who want to gain a greater insight into the geriatric population to take the program. "As a result of the program, I have tried to convey the many options and opportunities available to others - from aging and mental health to geriatric assessment and evaluation," says Meirick.

Continuous learning and growth best sum up Meirick. Most recently she graduated from the Autism Spectrum Disorders Certificate. "Lifelong learning is good for the mind," she added.

CONFERENCES & WORKSHOPS

“Working with CEE is a win-win for all involved. They handle a lot of logistical details of putting on a seminar while lending the credibility of UW-L and the UW System to the package.”

— Sheldon Wagner, Gundersen Lutheran Sports Medicine



Noncredit staff (left) Jan Olson, Donell Kerns, Penny Tiedt and Karen Langaard.

Health & Human Services

- **Parenting Teens for Success** (Kev Niam Txiv Qhuab Qhia Tej Tub Ntxhais Hluas Kom Zoo: Qhov No Yog Rau Cov Niam Txiv Hmoob thiab Tub Ntxhais Hmoob), was attended by more than 50 Hmong parents and adolescents.
- The **International Death, Grief and Bereavement Conference** developed in partnership with the **UW-L Center for Death Education and Bioethics**, brought together 108 professionals and individuals dealing with grief.



- The **2004 Wisconsin Upper Extremity Symposium and Workshops** co-sponsored by the **Health Professions** department and Gundersen Lutheran Sports Medicine drew 119 physical therapists and athletic trainers from several states.
- A workshop for human service professionals, **Mental Health Assessment and Diagnosis: Review for Human Service Workers**, was attended by 27 participants.
- Community Health offerings included the 21st annual Wisconsin Health Education Network meeting and the 5th biennial Violence Intervention and Prevention Institute.
- The Basic Emergency Lifesaving Skills in Schools (BELSS) workshops held in Whitewater, La Crosse and Wisconsin Rapids attracted 45 health educators and social workers.

“The strength of this program lies in making national leaders in differentiated curriculum accessible to classroom teachers who work with kids every day. They share new theories and methods with educators who then can go directly back to their classrooms and implement these.”

— Gifted and Talented attendee

“I came away with pertinent information that I will be able to use both personally and professionally. Thanks!”

— Death, Grief and Bereavement conference attendee



Education

- The **Gifted and Talented Workshops**, co-sponsored by the **Mississippi Valley Gifted and Talented Network**, were attended by 157 educators and parents from area school districts.
- More than 70 educators, students, performers and trumpet enthusiasts attended the spring **Trumpet Festival** developed by the **Music** department.
- **Substitute Teachers Workshop**, developed in partnership with the **Clinical Field Experience** office, was attended by 21 educators.

Sciences

- **Five Wetland Delineation Training workshops** were offered for 74 natural resource professionals. Partners included the **UW-L River Studies Center, Wisconsin Department of Administration Coastal Management Program, Wisconsin Department of Natural Resources**, and other state and federal agencies. A Basic Hydric Soil Identification workshop was offered for the second time and filled with 18 participants.
- More than 150 **North American Mycological Association** members attended the annual international foray featuring lectures by world-renowned presenters.

Business

- The **SBDC** continued its successful partnership with the State Bank of La Crosse and the La Crosse Tribune with **“Economic Indicators: An Update for the 7 Rivers Region.”** Over 200 community and business leaders attended two breakfast forums to gain additional insight into the regional economy.
- **Women in Leadership**, developed by campus and community leaders, targeted women in the Coulee Region who seek additional support, guidance and educational information in the area of leadership. Thirty women attended the workshops.
- The SBDC offered over 30 programs and workshops to local business owners and managers in the region. Topics included management, marketing, finance, pre-venture and legal issues.



Small Business Development staff (left)Maureen Spencer, Christina Trombley, Jan Gallagher and Vicki Bain.

“I have enjoyed, laughed, shared and learned a great deal in these past weeks - and see myself on a path to bigger and better things, roles and leadership opportunities.”

— *Women in Leadership attendee*

For More Information

Director, Continuing Education

M. Donald Campbell
(608)785-6501
campbell.dona@uwlax.edu

Marketing Services

Tracy Noyes
(608)785-6511
noyes.trac@uwlax.edu

Business Development

Christina Trombley
(608)785-8781
trombley.chri@uwlax.edu

Community Health

Gary D. Gilmore
(608)785-8163
gilmore.gary@uwlax.edu

Conferences and Youth Programs

Penny Tiedt
(608)785-6503
tiedt.penn@uwlax.edu

Exercise and Sport Science/

Teacher Education

Annette Valeo
(608)785-6528
valeo.anne@uwlax.edu

Human Services

(608)785-6508
langaard.kare@uwlax.edu

Learning Communities/

Teacher Education

Lynn Weiland
(608)785-6512
weiland.lynn@uwlax.edu

Online Programs

Kay Robinson
(608)785-6510
robinson.kay@uwlax.edu

If you are interested in:

- More information about learning communities, credit courses, certificate programs, conferences and workshops
- Partnering or co-sponsoring a program with UW-La Crosse
- Creating a program that meets specific needs of your organization

Please contact us:

By Mail: Continuing Education
UW-La Crosse
205 Morris Hall
1725 State Street
La Crosse, WI 54601

By Phone: (608)785-6500

By Fax: (608)785-6547

By E-mail: continuinged@uwlax.edu

Web site: www.uwlax.edu/conted

**Many programs are made possible in
partnership with UW-Extension.**

PRE-COLLEGE PROGRAMS

College Preparatory Programs

- The **Self-Sufficiency Program (SSP)**, a free college-prep program for low-income adults, was offered at the Hamilton Family Learning Center, La Crosse. Six of 10 individuals who completed the SSP have been admitted to UW-La Crosse for fall 2005. This outreach program is offered by the **Women, Gender, & Sexuality Studies** department and supported by Continuing Education.
- **Sixteen high school students** participated in the **ACT Prep Course**, a new pre-college program designed to raise student test scores.
- More than **70 high school girls** attended **College Survivor**, an event to encourage the pursuit of post-secondary education and offered in collaboration with the Girls Scouts of the USA Riverland Council and Campus Girl Scouts.

"The fact that the CEE staff are always efficient, quick with requests and great communicators make working with Kids College a great experience."

— Bonnie Schmitz, Norwalk-Ontario-Wilton LMC director/Gifted & Talented coordinator



Youth Programs

- More than 135 high school students attended **Wisconsin Business World**, a four-day program that brings students and business volunteers together to learn about the challenges facing the free enterprise system.
- The **Junior Science and Humanities Symposium** was attended by 55 high school students presenting research and experimentation in sciences, mathematics and engineering.
- Ongoing pre-college programs, offered for 801 middle school and high school students included:
 - The 16th annual **Young Scholars** program
 - **Girls in Science**, in partnership with the **Wisconsin Center for Academically Talented Youth**
 - **Environmental Explorers**, in partnership with the **Upper Midwest Environmental Sciences Center (UMESC)**
 - The fifth annual **Vocal Jazz Camp**
 - **Kids College**, in partnership with the **Mississippi Valley Gifted and Talented Network**
 - **Academic Decathlon**, in partnership with **CESA #4**
- **Harmony Explosion Camp**, a program that introduced barbershop harmony and glee-club music, attracted 50 high school boys.
- More than 20 cyclists attended the **USA Cycling Athlete Development camp**. The top six young men and women riders from the three days of competition advanced to the national camp at the U.S. Olympic Training Center.
- **Hooked on Fishing** was offered to middle and high school students for the third year.

OLDER ADULT PROGRAMS



- **Jazz on the Mississippi**, an Elderhostel program attended by 50 seniors from across the country, was offered in conjunction with the 19th annual Great River Jazz Fest.
- Twenty-two **Learning in Retirement** members traveled to **Vietnam** to revisit the country's historical and colonial past through visits to China Beach, Mekong Delta and the American Embassy in Saigon.
- Thirty-four programs were offered for 188 LIR members. Courses included Exploring the American Mystery Novel, Campaign and Elections 2004, Meredith Willson: The Man and His Music and Understanding Communities of Color.
- Walking Tours: Exploring the Heart and Sole of Crete and Exploring the Heart and Sole of Ireland attracted 22 individuals.

"The program and music was great. Professionally organized and the people running the program were extremely helpful and always available to answer questions."

— Jazz on the Mississippi attendee

Leisure

- The 17th annual Mini-Harmony Education Program, a program designed to improve vocal singing techniques and performance presentation, was attended by more than 100 barbershop singers from Wisconsin and Minnesota.
- Instant Piano for Hopelessly Busy People was offered for the fifth year.
- Career Women in Golf was offered for the first time.

Learner Profile:



Jack and Bev Pfister

Bev and Jack Pfister are seasoned travelers and have visited such far away places as Chile, Peru, Spain and Portugal. The two enjoy unique, cultural adventures where they are able to explore the country and develop insights into the local customs and current social and political situations. When they were presented with the opportunity to travel to Cuba in 2002 as part of a Learning in Retirement (LIR) education tour, the Pfister's were one of the first couples to sign up.

"Traveling to Cuba was a once in a lifetime opportunity. The fact that it was an educational tour just added to its appeal," says Jack. The Pfister's were so impressed with the trip to Cuba that when the LIR members planned a second trip to Vietnam in the fall of 2004, Bev and Jack jumped at the opportunity. "Vietnam was always on our 'to do' list of places to visit and once we heard that the trip was being planned by the same LIR members who planned Cuba we knew it would be great," says Bev.

In September 2005, the Pfister's will be taking their third LIR trip to East Africa. The couple, along with 18 others will take part in an African safari where they will be immersed into the culture of Tanzania.

"Again, once we found out that LIR was planning this excursion, we knew the trip would be planned to perfection. We would have experiences that we wouldn't typically get with a travel agency," adds Jack.

There is no slowing down for the Pfister's. Their "to do" list still includes New Zealand and Yugoslavia. "We'll travel any place that doesn't

SERVICES

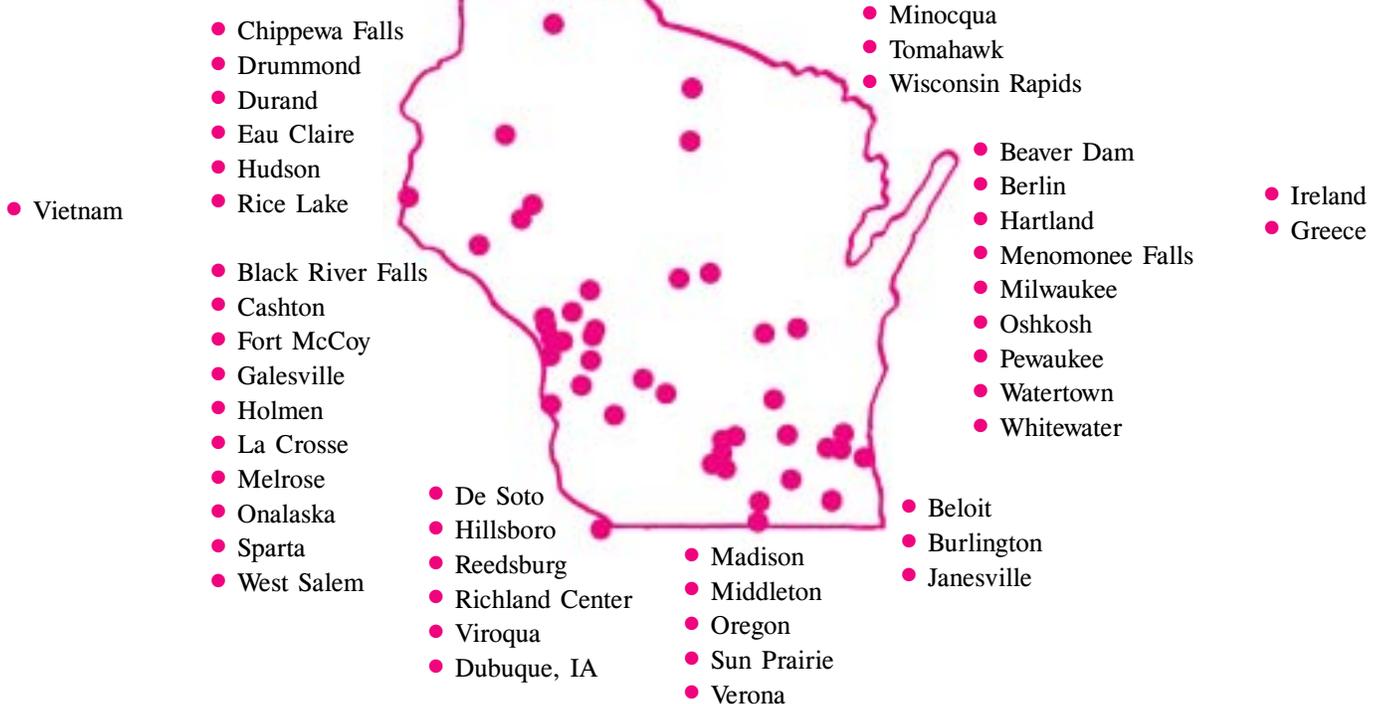


How can we help you?

Program development, including audience identification, needs assessment, market research, content development and speaker identification.

Program implementation, including budget development, marketing, instructor arrangements, logistical arrangements (facilities, equipment, food service, lodging), pre-registration, on-site registration, revenue and expense management, report generation, Continuing Education Unit (CEU) reporting and program evaluation.

Credit courses, conferences and workshops were delivered to:



CEE's custom programs are dedicated to providing the finest professional development opportunities for nonprofit, business, government and other organizations throughout the Seven Rivers Region and the State. Our custom programs are designed to support strategic organizational objectives as well as to meet specific skill development needs of the work force.

Our staff will work directly with you to assess needs, identify educational resources, coordinate the delivery of programs and services, and ensure your satisfaction.

The SBDC also provides customized training for a number of organizations, including training in conflict resolution, project management and supervisory skills.

Our programs can be offered on campus, at your workplace, at other locations or through distance education technology. Delivery can be scheduled for days, evenings, or weekends. Use CEE or SBDC's custom programs as an alternative or supplement to your own in-house training.

Benefits:

- You determine when, where and what
- You select the participants
- Your employees learn together as a staff/team
- Everyone receives the same information at the same time
- Skills learned one day are put to use the next
- You achieve across-the-board results
- Customized programming is cost-effective

Please contact us to determine how we can work with you.

PARTNERSHIPS

Who do we work with?

University academic and administrative units; area school districts and educational agencies; health care organizations; professional associations; local, state and federal governments; and various community organizations.



Administrative staff (left) Tracy Noyes, Susanne Koehler, Carol Klimek, Don Campbell



Why should you work with us?

- Benefit from our experience in program development and delivery.
 - Receive administrative support while freeing you to focus on program content.
 - Provide visibility for your department or organization.
 - Develop the service portion of your promotion and tenure files.
 - Receive compensation for your instructional service.
-
- CEE received a \$17,000 **EDvantage grant** from **UW-Extension** to offer an Information Security Program, developed by the **Computer Science department** in collaboration with the **Small Business Development Center (SBDC)**, and the **Tri-State Area Technology Group**. The project's goal is to strengthen the local economy by improving the quality and quantity of professional development opportunities for information technology professionals.
 - Another **EDvantage grant** was received from **UW-Extension** for \$17,200 to investigate potential Geographic Information Systems (GIS) business and government applications, in collaboration with the **Center for Geographic Information Science, SBDC**, and the **Mississippi River Regional Planning Commission**.
 - UW-La Crosse School of Education and CEE in collaboration with CESA #4 was awarded a Wisconsin Department of Instruction grant that allowed them to establish a **License Renewal Support Center (LRSC)**. UW-L is one of sixteen sites in Wisconsin to be named an LRSC. The primary purpose of the Center is to provide PI 34 license renewal-related services to various licensed educators not employed by Wisconsin public schools.
 - CEE established individual agreements with **the La Crosse, Onalaska, Holmen, West Salem, Galesville-Ettrick-Trempealeau and Black River Falls** school districts to collaborate in offering professional development programs.
-
- CEE continued as the western Wisconsin partner of the **Wisconsin Geriatric Education Center (WGEC)**. The WGEC is a federally funded center, based at Marquette University, whose mission is to enhance, through education and training, the quality and availability of health care for Wisconsin's aging population. CEE's professional certificate program in Gerontology was the primary impetus for WGEC's invitation to join the consortium.
 - The **2005 Summer Youth Program Guide**, a collaborative effort by the **Boy's and Girl's Club**, the **La Crosse School District**, and CEE was distributed to all K-12 students in the La Crosse and surrounding school districts. The guide offered Coulee Region families one resource for planning youth summer activities.
 - The **UW-L Foundation** provided scholarships for youth programs.
 - The Academy of Applied Science and the School of Education provided funding support for the Junior Science and Humanities Symposium.
 - Other financial support included:
 - UMESC
 - Baywood Publishing
 - Gundersen Lutheran Medical Foundation
 - College of Science and Allied Health
 - College of Liberal Studies

Faculty Feature:



Dr. Sara Sullivan, Assistant
Professor, Psychology

“I always appreciate Sara Sullivan’s organization and energetic presentation of current information. She provides a well balanced course including lecture, activity, and audio visuals,” says a Gerontology Certificate student. “Dr. Sullivan has such a wealth of knowledge and an outstanding teaching style,” adds another. These are typical evaluation comments for Sara Sullivan when she teaches CEE programs. Despite the demands on her as a full-time faculty member, she still finds time to share her knowledge and insights throughout the community.

Shortly after arriving at UW-L in 1986, Sara became involved with CEE and community outreach programs. For more than 15 years, she has developed and taught education and human service programs. Most recently, she assisted in the planning, curriculum development and teaching of the Gerontology Certificate program. She has provided leadership in developing the content of the Foundations of Gerontology and the Psychology of Aging core workshops, as well as being an exemplary instructor for both.

“Working with [CEE] provides me an opportunity to interact with practitioners, which then enriches what I take back to my on-campus, undergraduate classroom,” says Sara. “It also allows me to make cross campus connections with other faculty and staff that I might not have made otherwise.”

Sara’s dedication and involvement with outreach activities won her the University Continuing Education Association Mid-America Region Faculty Service Award in 2002. “I love working with the adult students and the sharing of knowledge. It’s a wonderful exchange,” adds Sara.



University of Wisconsin-La Crosse
University of Wisconsin-Extension
1725 State Street
La Crosse, WI 54601

Address Service Requested

This publication was not produced at taxpayer expense.

Non-Profit Org.
U.S. Postage
PAID
La Crosse, Wis.
Permit No. 545