



Cornerstones March 2015

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Speaker Series

Jennifer Davel

Top Ten Ways to Mess Up
Your Historic Building



March 25, 7:00
Pump House Theater
119 King St. La Crosse

Join us for the
38th Annual

Heritage Awards Banquet

May 5, 6:00

Freight House, Hiawatha Room

107 Vine St. La Crosse

R.S.V.P. by April 29

608-784-1976

preservationalliance@gmail.com



Award nominations due April 10
Form on page 7

Join us on April 12, 2:00-6:00

Hear, Here Launch party

115 2nd St. S, La Crosse, The historic Pamperin Bldg.

*Walking Tour of Historic Downtown
May 30, 11:00 corner of 2nd & Main*

PAL Spring Speaker Series

Top Ten Ways to Mess up Your Historic Building



"Lipstick on a Pig"

Jennifer Davel from the Wisconsin Historical Society

Jen Davel is a Preservation Architect for the Wisconsin Historical Society. After studying Architecture and History as an undergraduate at the University of Minnesota, Jen earned a Master of Architecture degree with a Certificate in Historic Preservation from the University of Wisconsin – Milwaukee. After working at architecture firms in Minneapolis and Madison for ten years, she joined the Wisconsin Historical Society in 2010. Jen is married and has two adorable children.

March 25 at 7:00

Pump House Theater
119 King St.
for more information contact PAL:
preservationalliance@gmail.com
608-784-1976
www.preservation-alliance.org



free admission, donations accepted
Q and A with
refreshments after the
presentation.

PAL Welcomes a new Board Member, Tim Acklin

Tim Acklin works for the City of La Crosse Planning and Development Department as Senior Planner where he has been for the past 12 years. He serves as the Heritage Preservation Planner for the City and staffs the Heritage Preservation Commission. He is also involved in all design review for new multi-family and commercial development, grant writing, GIS, and neighborhood revitalization.

Tim was born in England as an Air Force brat before moving back to the United States. He then moved around the country before his family finally settled in Omaha, Nebraska where he finished High School and met his wife Amanda. He attended the University of Nebraska at Lincoln (Go Huskers) where he received a Bachelor of Arts Degree in Community Design and a Masters in Community and Regional Planning. Tim has a strong interest in architecture which led him to pursue a career in architecture before realizing that his interest was more in the design of cities and how they function, such as neighborhoods, parks, transportation, land use, urban design, etc. He moved his wife and three kids to La Crosse in 2003 to work for the City and is now happy to call La Crosse his home. He is an avid tennis player and has recently taken up curling.

Tim is excited about joining PAL and hopes to work with them to educate, promote and preserve La Crosse's historically significant places.

Thank You to...

Our Ornament Retailers

- Accountant's Office
- Designing Jewelers
- Finnottes
- Gundersen Gift Shop
- LACVB/Riverside Museum
- Mayo Gift Shop
- Satori Arts
- Stamp 'N Hand
- State St. Gallery
- Treehouse Gifts

Our Winter Party Hosts

**Jay Lokken
and
Ken Riley**

History Day at UW-LAX March 30

The Joan Rausch Memorial Scholarship was created by the Preservation Alliance of La Crosse in 2013. We will be awarding a cash prize again this year to the entrant who best fits our criteria.

"Prize will be given to the best entry, in any category, on La Crosse area, Coulee region, and western Wisconsin history, particularly if the project is related to historic preservation and/or architectural history."

Thanks to Patricia Stovey from the UW History Dept. for her help in developing this award.

**Watch the May 3 La Crosse Tribune for the
Architectural Treasure Hunt Contest**

Shelby District School No.1

Wilson School

The first Shelby School No.1 was a stone structure build around 1880 and was later torn down. The foundation was reused for the present brick building which opened in 1917. The new school was constructed at a cost about \$5,000, a large expenditure which previously had been thought a needless luxury. The building served as a one-room school for the town of Shelby from 1917 to 1965.

Wilson School, named for the 28th president, included grades 1-8. Many times teachers were only a few years older than the 8th graders after having completed 2 years of teachers training. The Mother's Club, met once a month and contributed hot dishes to the students on some of the cold winter days. Since the school did not have a phone, one of the students was assigned to walk field to a neighboring farm to call a parent when their child was sick. There were no indoor toilets, but former students fondly remember the theater called the cubby hole, where they watched movies. The students would take turns gathering wood and threw it down the stairs to the furnace; one former student told us it was his job to help get the furnace going in the morning. Students would keep their food warm by placing it around the furnace vent upstairs.



The building not only served as a school, but was also used as a gathering place for Christmas, Halloween and other celebrations. The whole community would get together at the schoolhouse and the children would perform plays and songs.

The Shelby District School No.1, Wilson School is a legacy to rural education in La Crosse County. It served as a school for over 50 years and is one of only two remaining rural schools in the township. Other than some minor alterations, it retains a high degree of integrity. The Wilson Schoolhouse is listed in the National Register and the State Register of Historic Places; it is also a designated Historic Site in the City of La Crosse. It is now operated by Richard and Lisbeth Reynertson as an inn. (www.wilsonschoollhouseinn.com)



A Postcard of the Past



Local authors display the history of La Crosse through vintage postcards

On Monday, February 23, Arcadia Publishing will release its newest title in the Postcard History series. *La Crosse* by Laura Godden and Paul Beck represents the most formative and transitional period in La Crosse's history – the turn of the century. During this period, La Crosse coped with how to recover from the demise of its primary industry, lumbering.

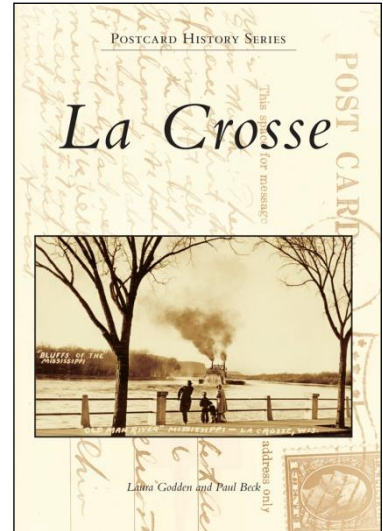
La Crosse is situated between the Mississippi River and the picturesque bluffs of the Driftless Area. La Crosse is located at the intersection of three rivers, which attracted many early entrepreneurs. Fertile farmlands, scenic coulees and prosperous industries enticed adventurous East Coasters and immigrants to settle in the area. From the 1850s to early 1900s, a boomtown atmosphere shaped the city's culture and fueled the construction of a distinctive downtown – much of which remains standing today.

La Crosse highlights the background of many familiar historic buildings and street scenes. The authors meticulously selected images and postcards of La Crosse in a hope to draw attention to what makes La Crosse a unique and wonderful place to live.

- Highlights of *La Crosse* include: *La Crosse* contains pictures of a wide-range of subject matter, and it also includes uncommon and possibly one-of-a-kind images.
- The final section of the book depicts a leisure activities, nightlife, parades, and special celebrations.
- The book highlights pre-Prohibition La Crosse, a time that saw 15 breweries and almost 150 saloons catering to many residents.

Available at area bookstores, independent retailers, and online retailers, or through Arcadia Publishing at (888)-313-2665 or <http://www.arcadiapublishing.com>.

Arcadia Publishing is the leading publisher of local and regional history in the United States. Our mission is to make history accessible and meaningful through the publication of books on the heritage of America's people and places. Discover more than 8,500 small towns and downtowns at <http://www.arcadiapublishing.com>.



Murphy Library at the University of Wisconsin – La Crosse routinely partners with citizens, community organizations, and government to help preserve the area's history. Library employees Laura Godden and Paul Beck selected postcards from the library's collection for this book. Godden, a lifelong La Crosse resident, has a master's degree in history. Beck is the secretary of the La Crosse County Historical Society and holds a master's degree in library science.

La Crosse

by Laura Godden and Paul Beck

Postcard History Series

Price: \$21.99

128 pages/ softcover

Available: **February 23, 2015**

Media and Author inquires contact: Betsey Poore 843.853.2070 x217 bpoore@arcadiapublishing.com

Meet **Laura Godden and Paul Beck**

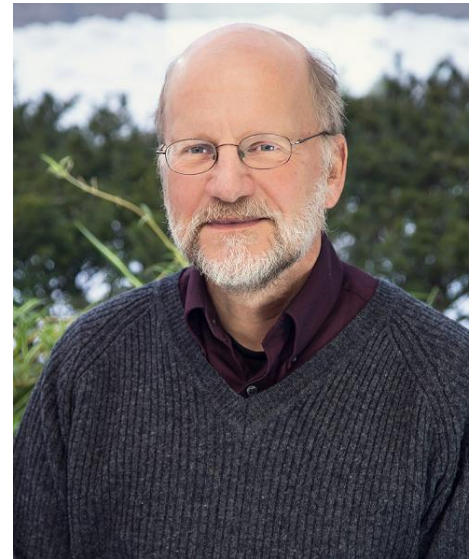
Authors of *La Crosse*



Laura Godden was born in the La Crosse area and received her undergraduate degree in broad field social studies from the University of Wisconsin-La Crosse in 2007. She then went on to earn a master's degree in history from the University of Wisconsin-Milwaukee. While a graduate student, she served as a teaching assistant in the history department and wrote a thesis on US foreign policy at the dawn of the Second World War.

Since 2012, Godden has been employed as the resident historian in Special Collections and the Area Research Center (ARC) at Murphy Library, University of Wisconsin-La Crosse. Currently, Godden is pursuing a second master's degree, also from the University of Wisconsin-Milwaukee, in library and information science with a concentration in archival studies. Godden ardently supports local history and preservation. One of her favorite pursuits is judging National History Day (NHD), which she has done since 2005. Godden is also assisting with a new public history project called *Hear, Here*, which is being launched in April 2015 by the University of Wisconsin-La Crosse History Department and students.

Paul Beck is a native Wisconsinite, earning an undergraduate degree in history and a master's in library and information science from the University of Wisconsin. He attributes his interest in historic photographs from when he first held a daguerreotype image in his hand at the Wisconsin Historical Society.



His interest in photography helped him land his first professional employment with the Dallas Public Library in Dallas, Texas. He was initially hired to manage a collection of 30,000 local history images. He later moved to Austin, Texas, and held several positions at the Texas State Archives and Library. He returned to Wisconsin in 1998 after being offered the position of Special Collections Librarian at Murphy Library, University of Wisconsin-La Crosse, which is the job he currently holds. Beck has been an active volunteer with the La Crosse County Historical Society since his arrival in the area. He has also been a board member of the society, serving as secretary for 12 years.

What lasting impact do you hope your book will leave?

The authors hope that this monograph illustrates and explains the history of La Crosse in an approachable and enjoyable way. The book focuses on a period that was a significant turning point for the community. The authors wanted this history to be pleasurable and appeal to a broad audience. They tried to include a balance of the familiar and the obscure, and they strived to draw attention to what makes La Crosse a unique and wonderful place to live.

Preservation Alliance of La Crosse, Inc. Heritage Award Nomination

Date: _____

Nominee:

Name _____

Address _____

City, State, Zip _____

Phone (_____) _____ email _____

Nomination Submitted By:

Name _____

Address _____

City, State, Zip _____

Phone (_____) _____ email _____

Category: (check one)

Eligibility may be for interior only, exterior only, entire structure, building complex, site or remnants.

- _____ Residential restoration or rehabilitation
- _____ Non-residential restoration or rehabilitation
- _____ Historic landscape or archaeology
- _____ Individual Distinguished Service Award

Description:

*Briefly describe the project, program, or activity. Please include pictures, clippings, booklets, and/or a biography of the individual you are nominating. **Note:** Send copies only. Materials you send will not be returned to you. Attach additional pages as needed.*

Please send this form along with copies of any supporting documents to:

Preservation Alliance of La Crosse
119 King Street
La Crosse, WI 54601

www.preservation-alliance.org
608-784-1976
preservationalliance@gmail.com

NOTE: Nominations must be received by April 10 to be considered for the current year's awards.



Preservation Alliance of La Crosse
119 King St.
La Crosse , WI 54601

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Join PAL for 2015!

Yes! I will support historic preservation through membership in the
Preservation Alliance of La Crosse.

Please check your mailing label for current membership status.

Name

Our membership period has changed
calendar year to a twelve month mem
ber dating from your last registration.

Address

City/State

Zip

- ☐ \$250 (Business/Supporting)
- ☐ \$100 (Patron)
- ☐ \$30 (Household)
- ☐ \$20 (Individual)
- ☐ \$15 (Senior/Student)

Phone Number

Please return to:
Preservation Alliance of La Crosse
119 King Street La Crosse, WI
54601

Email