



# Cornerstones December 2016

## PAL celebrates its 40<sup>th</sup> birthday!

### PAL Board of Directors

Barbara Kooiman  
*President*

Mark Terpstra  
*Vice President*

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Judith Cobb  
*Treasurer*

Tim Acklin  
Roger Grant  
David Henke  
King Holley  
Dan Moen  
Dick Record  
Lisbeth Reynertson

## **PAL Winter Party**

### **Dec. 11, 2:00-5:00**

At the home of Dick Record, 905 Cliffwood Lane



R.S.V.P. to PAL by Dec. 5  
608-784-1976 [preservationalliance@gmail.com](mailto:preservationalliance@gmail.com)

More information on page 2

Look for PAL in the  
Rotary Lights  
Parade on Nov. 25,  
and for our tree in  
Riverside Park.

PAL Ornaments for sale at: Order form on page 3

The Accountant's Office  
Designing jewelers  
Finnottes  
Gundersen Gift Shop  
LACVB/Riverside Museum

Mayo Gift Shop  
Satori Arts  
Stamp 'N Hand  
State St. Gallery  
TJ's Cheddarheads

Thank you to everyone who made The Heritage Home Tour a  
Success!

Everyone who attended,

Our hosts:

- \* **RLR Properties LLC - Ken Riley, Jay Lokken, Dick Record**
- \* **Kevin and Peggy DuBois**
- \* **Courtney Lokken and Lucus Schwaller**
- \* **Jacqueline Marcou and Joe Doperalski**

Our Volunteers:	Donations from:	Our Board:
<b>Dick Reynertson Dennis Ryan Charlotte Grant Mary Webb Resa Silha Christina Grev Lewis Moen Cydney Livingston</b>	<b>Chris Kahlow, Jule's Coffee Festival Foods The Accountant's Office Cottage Grove Nursery and Gift Shop</b>  <b>And publicity from: Emily Pyrek, La Crosse Tribune</b>	<b>King Holley Barb Kooiman Judy Cobb Sharon Ryan Roger Grant Dick Record Mark Terpstra Dan Moen Lisbeth Reynertson</b>

PAL welcomes its newest board member, Dick Record,  
who is graciously hosting our Winter Party at  
the former William and Patricia Roth House  
905 Cliffwood Lane

The Roth House, also known as "The Embassy", was built in 1980 in a style simply referred to as "Modern". Bill Roth was the Chief Executive Officer and Chairman of Trane Company from 1978 to 1985. The 6,000 square foot house originally had four Trane furnaces and four Trane air-conditioners. Though stories say that Roth's brother-in-law, an architect in California, designed the house, blueprints say that La Crosse based Kratt Architects designed it. The sleek, white house, built into the bluffside, has varying levels, with the garage below, and grand, carved wood double doors in the front. The current owner, and our host this year, is Dick Record.

PAL asks guests to park on Cliffwood Lane. However, space on the south side of the house next to the garage, will be reserved for guests who need drop-off closer to the door. Please to plan to drop off your guest, then park your car on the street. And wear footwear that will allow you to climb stairs and a short, but steep driveway.

From Cass Street: Take Cass to the east, toward the bluffs, turn right/south on 29<sup>th</sup> St. (You will pass La Crosse Floral). Continue until the T-intersection with Cliffwood Lane, turn left, toward the bluff. Go around the curve, and the house will be on your left.

R.S.V.P. to PAL by Dec. 5, [preservationalliance@gmail.com](mailto:preservationalliance@gmail.com) or 608-784-1976



<p><b><u>Ornament Mail Order Form</u></b></p> <p>2016 <i>Pearl St West</i> _____ @<b>\$25.00</b> 2015 Band Shell _____ @ \$20.00 2014 #4000/Grand Crossing _____ @ \$20.00 2013 Mississippi River _____ @ \$20.00 2012 St. Joseph Cathedral _____ @ \$20.00 2011 Grandad Bluff _____ @ \$20.00 2010 The Freight House _____ @ \$20.00 2009 The Martindale House _____ @ \$18.00 2008 Holy Trinity Church _____ @ \$18.00 2008 The Holway House _____ @ \$18.00 2007 The Pump House _____ @ \$15.00 2006 King Gambrinus _____ @ \$15.00 2002 Pettibone Beach House _____ @ \$10.00 2001 The Ott House _____ @ \$10.00 2000 First Ev. Lutheran _____ @ \$10.00</p> <p><b><u>Shipping and Handling</u></b>                      <b>\$5.00</b> <b><u>\$1.00 for each add.</u></b>                      @ \$1.00</p> <p><b><u>Total</u></b>                      \$ _____</p>	<p><b><u>Checks Payable to PAL</u></b> <b><u>Or</u></b> <b><u>For Credit Card Users:</u></b></p> <p>Visa, Mastercard, Discover, Am. Express</p> <p>Card Number _____</p> <p>Expiration date _____/_____/_____</p> <p>3 Digit Security Code _____</p> <p>Name as on Card _____</p>
<p><b><u>Mail form to</u></b> PAL 119 King St. La Crosse, WI 54601</p>	<p><b><u>Email form to</u></b> <a href="mailto:preservationalliance@gmail.com">preservationalliance@gmail.com</a></p>

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_



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

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### Join PAL!

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

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*Please check your mailing label for current membership status.*

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\$250 (Business/Supporting)

\$100 (Patron)

\$30 (Household)

\$20 (Individual)

\$15 (Senior/Student)

Please return to:

Preservation Alliance of La Crosse

119 King Street La Crosse, WI 54601

preservation-alliance.org