

2021 Oktoberfest Maple Leaf Parade

1 La Crosse Police Department

2 La Crosse Fire Department

3 Vietnam Veterans of America

Here's the Vietnam Veterans of America Color Guard unit along with other veterans marching. They are looking sharp...and we thank them for their service.

4 Wisconsin Lao Veterans of America

The Wisconsin Lao Veterans of America honors Hmong Vietnam Veterans. The group acknowledges the veterans' critical role in intelligence gathering and participation in rescue missions that save the lives of many American combat personnel during the Vietnam War.

5 Gundersen Tri-State Ambulance

Gundersen Tri-State Ambulance is proud to serve La Crosse Area communities and families with compassion, innovation and excellence. They strive to be regionally respected and nationally known for the provision of innovative care. Employees also say how pleased they are with the fast and diligent precautions they have seen put in place during the pandemic. They want to thank everyone who did and continue to do their part.

6 City of La Crosse Mayor Reynolds with Sister City representatives

La Crosse's new mayor, Mitch Reynolds, joined by representatives of La Crosse's sister cities.

7 UW-La Crosse Screaming Eagles Marching Band

The UWL Screaming Eagles Marching is one of the most active and visible organizations at UW-La Crosse during the fall semester. The band performs at all home football games at Veterans Memorial Stadium, as well as at various venues in the La Crosse area and around Wisconsin and Minnesota. They are a regular at Steppin' Out in Pink. Membership in the band is open to all UWL, Viterbo University and Western Technical College students regardless of major or academic focus. The Band is under the direction of Dr. Tammy Fisher.

8 University of Wisconsin-La Crosse Vanguards

The Vanguards are a volunteer, student public relations organization that represents the University of Wisconsin-La Crosse student body. Their trademark rugby shirts identify them as they lead tours around campus, attend college fairs, travel to high schools for visits, speak on student panels during special visit days and welcome guests at campus wide visit days. All are very talented by being able to walk backward as they highlight the campus. The UWL Vanguard students have been representing UW-La Crosse since 1976. Moreover, they assist the Office of Admissions in recruiting high, quality students to UWL by utilizing a personalized approach to admissions from a student's perspective.

9 **UW-La Crosse International Education & Engagement**

The UWL International Education & Engagement Office supports the many international students attending UWL. In 2019-20, 136 international students were enrolled on campus from 32 countries. During their academic career at UWL, these students are also enhancing their global awareness, enriching their academic learning, developing leadership skills, and experiencing personal growth through their experience living and learning in a Midwestern American community. They are also helping UWL become a more diverse and internationalized campus.

In 2019-20, the UWL International Education & Engagement Office sent 290 students to 34 countries to experience an academic program abroad or virtually. Identified as a high impact practice, education abroad/away experiences offer UWL students the opportunity to enhance their global awareness, enrich their academic learning, develop leadership skills, experience personal growth, learn another language and advance their career.

10 **Oktoberfest Maple Leaf Parade Marshal**

This year's Maple Leaf Parade Marshal Samantha Strong is enjoying her view of the parade on this beautiful horse and carriage. Strong has been heard on La Crosse's airwaves since 1986. One of her first assignments at Family Radio was Oktoberfest. She's been a regular at numerous non-profit festivities and has served on numerous non-profit boards. She's currently half of the Classic Hits team with Keith Carr on 94.7 FM.

11 **Oktoberfest Royalty Float**

Here they come, this year's Oktoberfest Royalty. Members of the Royal Family include:

2021 Festmaster and Frau

2021 Mrs. Oktoberfest and Mr. O

2021 Miss La Crosse-Oktoberfest Maddie Adickes. Adickes is a registered nurse and a graduate of Viterbo University. She will compete in the Miss Wisconsin Scholarship Program in June 2022, which include a chance to compete in the Miss America Scholarship Program.

12 **Oktoberfest Special Fester**

This year's Oktoberfest Special Fester is Rylee Beahm. Beahm found out in July that she was elected, and says it was hard to keep it a secret. She is excited to perform her duties for this Year's Oktoberfest. "It's Fun. Dancing Singing a lot. A lot of singing and dancing," said Beahm upon being introduced. The Special Fester designation recognizes those with special needs as a vital part of the La Crosse community. Nominees are submitted by members of the community and chosen by a committee.

13 **Oktoberfest 2019 Royal Family**

- Here are the members of the last Oktoberfest...in 2019...missing a year due to COVID.
- Festmaster & Frau – Terry & Shelly Cowgill
- Mrs. Oktoberfest – Darryle Clott (Husband Marv)
- Miss Oktoberfest – Jordenne Butler

- Maple Leaf Parade Marshal – Joe Heim (Wife Pat)
- Torchlight Parade Marshal – Scott Skogen (Wife Debby)
- Special Fester – Danielle Lass
- Grenadier Generals – Justin & Katie Drury

14 **Oktoberfest Trustees Float**

This float includes many of the past Festmasters and Fraus/

15 **Oktoberfest Past Mrs. Oktoberfest**

This entry includes many of the past Mrs. Oktobefests.

16 **Oktoberfest Torchlight Parade Marshal**

Here's a parade marshal who's probably still recovering from his big parade on Thursday night... The Oktoberfest Torchlight Parade. Here's City Council Member Scott Neumeister, who is also the owner of the Vogue Bar on George Street. Along with his council duties, Neumeister has been very involved in Northside organizations, including many at Logan High School.

17 **Oktoberfest Past Parade Marshals**

This float includes many of the past Maple Leaf and Torchlight Parade Marshals.

18 **1928 Model A with past festmaster**

Oktoberfest Past Festmaster 1928 Ford Model A and Festmaster Ted Dewald and Frau Marlene Dewald

19 **La Crosse Festivals – Oktoberfest President and Board of Directors**

Next, it's the Board of Directors for La Crosse Festivals. This prestigious group from businesses and organizations from throughout the La Crosse is responsible for organizing La Crosse's Oktoberfest. This year, they are led by 2021 Board of Directors President, Kelly Wilde, and his Frau, Susan. Hat's off to the group that makes La Crosse's Oktoberfest go!

20 **Sam Adams**

Here's Sam Adams Brewing ... a major sponsor of Oktoberfest.

21 **UW-La Crosse Alumni Marching Band**

Back in 1984, a group of 50 alumni from UW-La Crosse decided to march "one more parade" while watching the Maple Leaf that year following graduation. And in every Maple Leaf since 1985, there has been a love affair between the Alumni Band and the La Crosse community! It has been said, "It's not really Oktoberfest until the Alumni Band comes through!" This organization, made up of musicians from the UWL Music Program from all across the great state of Wisconsin and the rest of the country. They have performed the past 37 years at the Maple Leaf, and also at Milwaukee's Germanfest, West Salem's June Dairy Days and other events. They've also created an endowment that has given away tens of thousands of dollars in music scholarships to deserving young musicians in the UWL Music Program. You can hear them coming from blocks away. This band represents "gemeutlichkeit" at its finest!

22 **Saint Paul Winter Carnival**

The Saint Paul Winter Carnival is the “Coolest Celebration on Earth!” As America's longest-running international festival, January 2021 marks the 135th year that citizens of this wintry realm proudly celebrate snow and ice throughout the land. The celebration started in 1886, soon after a New York newspaper reporter published a frosty news article proclaiming the city was "unfit for human habitation." Undaunted, hundreds of St. Paul businessmen belted their snow pants and assembled an exhilarating winter festival for all who crave cold weather, and proved to the nation how we revel in snow and wind.

The 2021 Royal family is Led by Boreas Rex the 84th Darrin Johnson, Queen of the Snows Kirsten Knutson, and Prime Minister Joseph Johnston. The Royal Family also includes seven King's Guards, and four pair of Wind Princes and Wind Princesses. The Saint Paul Festival and Heritage Foundation, a non-profit membership organization, are the proud producers of the Winter Carnival.

23 **Battleship Wisconsin Division, USNSCC**

24 **La Crosse Aquinas High School Marching Blugolds**

The Aquinas Marching band is under the direction of Miss Ann Wenzel and will be stepping out in brand new band uniforms for the Maple Leaf parade. The Marching Blu-Golds have been invited to lead the Macy's Parade at Universal Studios in Orlando Thanksgiving week and will also march at the Disney World Resort Magic Kingdom the Friday after Thanksgiving. The band is led by Drum Major Rylan Schneider.

25 **Ettrick Lions Club**

Ettrick Lions Club presents this year's Ettrick Royalty. They include: Queen Savannah Hynes and First Attendant Brianna Bishop. They hope everyone will join them for Ettrick Fun Days — always the fourth weekend in August.

26 **Kind For Congress/La Crosse Democratic Party**

Next up are La Crosse area elected officials, statewide candidates, and members of the La Crosse Democratic Party.

27 **La Crosse Logan High School Marching Band**

The Logan High School "Pride of the North Side" has a rich history of performances and tours throughout the United States and Canada, including performances at Disneyworld and NFL halftime shows. They will be traveling and performing in New Orleans, Louisiana, in March of 2022.

If you're thinking the band looks a little different this year, you're right. After many years of fundraising, band members are sporting brand new uniforms.

The Logan High School "Pride of the North Side" Marching Band is directed by Mark Lakmann and Brian Renkas.

28 The Pearl Ice Cream Parlor and Confectionery

The Pearl Ice Cream Parlor and Confectionery has been a downtown La Crosse favorite for over 25 years. Featuring homemade ice cream, fresh baked waffle cones, homemade chocolates and confections, it is the place to satisfy a sweet tooth. The Pearl thanks all who voted The Pearl as the 2021 No. 1 Best Ice Cream & Candy, Best Dessert, and Best Downtown La Crosse Business.

29 VARC

We're joined by VARC's Family of Services. VARC provides employment and life skills services for more than 850 kids and adults with disabilities and other life barriers. One of their largest locations is right here in La Crosse. VARC's youth and adult programs, The Cheese Corner Deli out of Viroqua, The Good Bean recovery café in La Crosse and The Moonlight Cinema are all represented here today as part of VARC's Family of Services float.

30 La Crosse Central High School Riverhawk Marching Band

The La Crosse Central Riverhawk Marching Band has many years of proud performances, both in concert and marching. The band is happy to present their 2021 parade tune, "Don't Stop Believin'."

31 Great Lakes Coca-Cola Bottling

Great Lakes Coca-Cola Bottling is the bottler and distributor of Coca-Cola brands in the Midwest. The company operates in Illinois, Michigan, Minnesota, Northern Indiana, Iowa, Wisconsin, Kentucky and Tennessee and manufactures and delivers Coca-Cola products, including the newly featured Coke Zero Sugar relaunch, Monster Energy, Bodyarmour, Powerade, Smartwater, and AHA. As a local Coca-Cola bottler, Great Lakes believes in driving positive change in the community, this includes partnering with communities to support local efforts aimed at higher education, recycling and water stewardship. They are excited to be part of this year's parade and hope everyone has a fun and safe Oktoberfest!

32 Dahl Automotive

Since, 1911, Dahl Automotive has served the La Crosse community. The 110-year old company has more than 360 team members at their dealerships in La Crosse, Onalaska, Holmen, West Salem and Winona. Dahl represents 10 new vehicle franchises, as well as used vehicles, automotive parts, service and detail, ABRA Auto Body & Glass, Line-X bed liners and truck accessories....as well as the Dahl Auto Museum.

33 Holmen High School Marching Vikings

The Holmen Marching Vikings are over 130 members strong this year, and are under the direction of drum majors Nola Dienger-Hanson, Kylie Kane and T Fox, along with band directors Michelle Jensen and Andrew Jones. This year's marching band is performing "Showdown," a powerful, classic chart from the 1980s.

The Holmen High School band travels regularly, most recently to New York City where they performed at the Lincoln Center and aboard the USS Intrepid. In 2015, the Marching Vikings performed at the TaxSlayer Bowl in Jacksonville, Florida. In addition to the marching

program, Holmen band students participate in concert bands, jazz band, pep band, musical pit orchestra, show band, state music festivals, and honors ensembles and festivals.

Along with today's Maple Leaf Parade, the Marching Vikings have made appearances this year in the Holmen Kornfest Parade and La Crescent Applefest Parade. They are proud to represent the Holmen community in today's parade.

34 Trempealeau Lions Catfish Day Royalty

Every July, our neighbors to the north in Trempealeau celebrate catfish and the mighty Mississippi River. Next year's Catfish Days...the 50th...runs from July 8 through the 10th. The Trempealeau Lions invite everyone to come and celebrate along the banks of the Mississippi.

35 Westby Syttende Mai

Here's the 2021 Westby Syttende Mai Court. It includes Princess Genevieve Haugen (How-gen) and her 1st Attendant Anna Dregne and 2nd Attendant Raegan (Ray-gen) Davey. They would invite everyone to attend the 54th Syttende Mai Festival in Westby, Wisconsin, on May 14 and 15, 2022. It's a weekend of Norwegian food, fun and family entertainment.

36 Westby High School Marching Norse

The Westby High School Marching Norse has a long standing tradition of participating in the Maple Leaf Parade. The Marching Norse are excited to once again march on the streets of La Crosse. The students have been working very hard and have been looking forward to this day for a long time.

37 Westby Snowflake Ski & Golf Club Royalty

Here's the 2021 Westby Snowflake Ski & Golf Club Royalty. This year the group includes: Queen, Cheyanne Nash; 1st Attendant, Trista Rumppe (rump-pee); and 2nd Attendant, Emma Wedwick. The ski hill in the summer and fall is open for a round of golf and food at the clubhouse. The Snowflake Ski & Golf Club is just outside of Westby on County Road P in beautiful Timber Coulee. They invite all to the 99th Annual Snowflake Ski Tournament set for February 2022.

38 Bernie's Equipment Company

Bernie's Equipment Company was established in 1975 and is located in Holmen. Bernie's Equipment represents leading manufacturers of material handling products, plant equipment, dock equipment and automated storage systems. The company provides sales, installation, service and repairs for a wide spectrum of material handling products and plant equipment including rack systems, conveyors, forklifts and warehouse equipment. Bernie's offers a full spectrum of lift trucks and the company has full-service technicians to keep equipment running like new. Bernie's has maintenance programs and has repair technicians that are experienced and fully equipped to provide fast, dependable service.

39 Onalaska High School Marching Hilltoppers

The Onalaska High School band is known for its high energy and crowd-pleasing performances. The Marching Hilltoppers have performed in several local parades, Chicago, the State Capitol,

Florida and have been invited to perform at both the Minnesota and Wisconsin state fairs. The Marching Hilltoppers are excited to be back on the street performing, "Thanks for the Memories."

40 **The 86th Training Division**

The 86th Training Division provides complex and austere training environments for commanders to prepare soldiers and units for combat operations. They conduct realistic combat support collective training, Leader development, and mission command in a decisive action training environment.

41 **Miss Black River Falls**

Miss Black River Falls is selected annually at The Fourth of July Festival in the Park in Black River Falls. The festival has been attending the La Crosse Oktoberfest parades for 15 years. They are excited to be back to celebrate again.

42 **Black River Falls Marching Tigers**

The Black River Falls Marching Tigers are excited to perform again in the Maple Leaf Parade. The band is active in the Black River Falls community through performances at home sporting events, concerts, and community activities. Students are able to be involved with a variety of ensembles, including handbells, jazz band, chamber groups and concert band. This year's Marching Tigers are under the direction of Paula Neuzil, color guard director Taylor Inches, and student directors Kassie Dobson and Kaylee Sweno.

43 **Miss Jackson County**

Miss Jackson County is selected each year at the Jackson County Fair. Fair organizers hope to see everyone next year at the 2022 Jackson County Fair. It's the last weekend in July.

44 **Bob Johnson**

Here's a 1959 Ford Thunderbird convertible fully restored to original show room condition. The owner and driver is Bob Johnson, wearing authentic German clothing. Bob is accompanied by Betty Ekern. They are from Houston, Minnesota. Their speakers are playing late 1950s German language hits. They wish everyone Das Beste Oktoberfest.

45 **West Salem Marching Panthers**

The West Salem Marching Panthers group is just the tip of the iceberg for the WSHS band program. For a school of its size, West Salem offers a "big school" music curriculum, including two concert ensembles, two jazz ensembles, show choir band, musical pit orchestra, small group ensembles, solo opportunities, bi-annual trips to New York and Orlando and more. Their Wind Symphony has performed as a featured group at the National Band Association convention three times since 2010. The success of the high school is a direct reflection of the support from parents, community, administration and amazing team of music teachers K-12. This year's band is led by Drum Majors Calista Robaczewski and Ben Hanson. Let's listen as they play a song from Cirque de Soleil... "Distorted!"

46 Harter's Quick Clean-Up

Harter's Quick Clean-Up is a local, family owned company that has been providing trash and recycling service in the Coulee Region for more than 25 years. Harter's serves the City of La Crosse, Onalaska and surrounding areas.

47 Warrens Cranberry Festival

Here are the members of the Warrens Cranberry Festival royalty. They include Queen Lindsay Murdock and Princesses Katie Carlson and Annabelle Haun. The 49th Annual Warrens Cranberry Festival will be held the last full weekend in September. The 2022 dates are Sept. 23-25.

48 Melrose-Mindoro Mustang Marching Band

The Melrose-Mindoro Mustang Band is under the direction of Erik Hanson, with drum majors Nick Waughtal and Noah Hanson. The group is excited to be able to perform in parades again, and is thrilled to be here for the Maple Leaf parade today.

49 Open

50 Greater La Crosse Area Shamrock Club/Irishfest

Top o' the parade to you! Here's the Greater La Crosse Area Shamrock Club 2021 Irish Man Patrick Mullaney, Irish Rose Tracy Mullaney, along with other club members and Irishfest bringing a bit O' Irish to Oktoberfest. Amadán's, one of La Crosse's favorite Irish bands, is providing the traditional Celtic music on the float while ClogJam brings the dancers. You don't have to be Irish to join the Shamrock Club and absolutely everyone looks good in green. Irishfest 2022 will be Aug. 12-13-14. Wave hi to Irishfest Mascot Clancy O'Coulee! Check out the club and fest websites for more info.

51 Blair Cheese Festival/Miss Blair

Here's Miss Blair who encourage festgoers to attend the Cheese Fest the second weekend after Labor Day 2022. There will be fun for the whole family... including live music, a tractor pull, a carnival and, of course, cheese!

52 La Crescent-Hokah High School Marching Lancers

The La Crescent-Hokah High School Marching Lancers are playing the wildly infectious 21st century rock hit, "Somebody Told Me." The rock band known as "The Killers" released this instant hit song in 2004 and it's still rockin' today. The Lancers are under the direction of Erik Chapman. Let's hear it for the La Crescent-Hokah High School Marching Lancers.

53 Mondovi Lions Club

Here's Miss Mondovi ... brought to us by the Mondovi Lions Club. On the royalty float of this community about 80 miles northwest of La Crosse are: Miss Mondovi and Miss Congeniality, Kyla Taylor; First Princess Morgan Loewenhagen and Second Princess Keiryn Flaherty. The Miss Mondovi program is sponsored by the Mondovi Lions Club and the Mondovi Business Association. These organizations put on several events in the community throughout the year.

54 **Kwik Trip**

Kwik Trip is known for its award-winning chocolate milk and ice cream. They produce it fresh in their dairy here in La Crosse. They also produce their own bread, cookies and Glazers. They now offer fresh fried chicken and comforting take-home meals for when you are short on time. Kwik Trip is one of the largest employers in La Crosse and has been voted for several years in a row as a Top Workplace. Kwik Trip offers a wide variety of positions. Learn more about all the careers at kwiktrip.jobs. "We will see you next time!"

55 **Minneapolis Aquatennial**

Come celebrate the best days of summer next July with the Minneapolis Aquatennial! Representing the Aquatennial are the Queen of the Lakes Erika Tillman, Commodore Brent LaSalle, Princess Hannah Rodgers, Princess Ariana Velishek, Captain Paulette Christopher and Captain Judy Holmquist.

56 **Barney Racing**

Barney Racing is a dad and daughters race team. Paityn Barney is 12 years old and racing gocart #8 at Mississippi Thunder Speedway in Fountain City. Others in the family include Keanna and Andy who race in the hornet division at the La Crosse Speedway in West Salem. Keanna Barney is 16 years old and drives the 96 car. Andy Barney drives the 48 car. One of their sponsors is pulling the race team...B&C Trucking LLC from Onalaska.

57 **Tri-State Accordion Club**

The Tri-state Accordion Club is proud to celebrate the traditional music and dress of the German Oktoberfest. Club members meet monthly to learn music and enjoy fellowship of local accordion and concertina players. Under the direction of Ron Reimer, the club band has been performing in parades and other community events and venues for six years. The club has been Maple Leaf Parade winner in years past, receiving the Mrs. Oktoberfest Award for Education in the 2018 parade.

58 **Hudson Ambassadors**

Riding on the Belle 2 are the 2021 Hudson Ambassadors Megan Erickson, Sophia Huber, Paige Hurtgen and Sydney Warren. They represent the city of Hudson located on the St. Croix River in western Wisconsin near the Twin Cities.

59 **Open**

60 **Riverfest**

La Crosse's Riverfest summer festival takes place each year at Riverside Park in La Crosse during the 4th of July holiday. The fest features national and local musical acts, local food and beverages, along with the scenic beauty of the Mighty Mississippi River and the Scenic Bluffs of the Coulee Region. Highlighted with the float are the 2021 Riverfest Commodore Bill LaRue and First Mate Kari LaRue...and Board President Brad Pitel. Plan now to attend the 2022 Riverfest celebration over July 4th. A-Hoy!

61 **United States Navy**
(Float with Live Music)

62 **Winona Steamboat Days**
(Float with Recorded Music)

63 **GoRiteway Transportation**
GoRiteway Transportation is a premier transportation company in the area. It provides quality transportation to the La Crosse and Onalaska School Districts. GoRiteway also provides transportation for private parties all across the Coulee Region.

64 **La Crescent Applefest**
Here's a salute to our neighbors to the west, just across the Mississippi River. Here's the La Crescent Applefest of La Crescent, Minnesota. The recently held their successful 2021 festival...and already are beginning to plan their festival for 2022..to be held Sept. 15-18.

65 **Apple Annie's**
The Apple Annie's hail from neighboring La Crescent, Minnesota. They are the community's ambassadors of song. They perform at parades and other events throughout the Coulee Region.

66 **Gerrard - Hoeschler, Realtors**
Gerrard-Hoeschler, Realtors® is proud of its local story in real estate. Gerrard-Hoeschler's float comprises real estate agents and staff, including co-owners and brokers Nancy Gerrard and Jay Hoeschler. Various family members accompany some. Plenty of fun aboard this float as members smile and dance along with their music blasting from the mini house aboard.

67 **Coulee Region Mardi Gras**
Coulee Region Mardi Gras is a family-oriented celebration uniting families in fun, food and fellowship for a good cause. Since 1991, Mardi Gras has helped provide tuition assistance and teacher grants at Aquinas Catholic Schools.

68 **Beats of Freedom**
Here is the Beats Of Freedom. This percussion ensemble band is known for its distinct native American flare.

69 **Worldwide Global International Inc.**
It's Two Guys With a Banner! Fresh from their successful gold medal run at the summer Olympic games in Tokyo, fully vaccinated and socially distant, John and Rich are ecstatic to be back in La Crosse. The Two Guys With a Banner wish each and every last one, Das Beste! Prost!

70 **La Crosse County Republican Party**

The La Crosse County Republican Party is represented by Bill Feehan, Chairman; Bernado Cueto, Vice Chairman; Judy Schmidt, Secretary; and Larry Vangen, Treasurer. Recently, the La Crosse County Republican Party won the top county citation from the Republican Party of Wisconsin.

71 **Rod's Ride On Powersports**

Rod's Ride On Powersports entry includes some of the vehicles available at the La Crosse business, along with employees and others walking with the unit. Rod's Ride On Powersports services most makes and models of powersports vehicles. The local business has been owned by Rod and Manette Hall for more than 11 years. Check out its website at: rodsrides.com.

72 **Midwest Concrete Professionals**

Midwest Concrete Professionals is an industry leading, self-perform, concrete sub-contractor, specializing in commercial and large residential concrete construction. Their specialties include, poured walls with Total Robotic station layout, finished floors with laser screeding, meeting top industry standards of flatness and levelness, with "showroom quality" finish, and exterior site concrete with laser grading, such as curb and gutter, parking lots and sidewalks. Find more information at: estimating@midwestconcreteprofessionals.com"

"Happy Oktoberfest 2021! From Mitch and Jon with over Three decades of Concrete Experience!

73 **WXOW News 19**

Here's WXOW News 19 ... your hometown team. WXOW prides itself in covering local news, weather and sports for the community for more than 50 years.

74 **Festival Foods**

Next up is the Festival Foods shopping cart. How many grocery bags will fit in the cart? More on that in a bit.

Festival Foods, a family-owned company operating stores strategically throughout Wisconsin, was founded as Skogen's IGA by Paul and Jane Skogen in 1946 in Onalaska, Wisconsin. With only \$500 of borrowed money and a lot of enthusiasm, Paul and Jane began the company which now operates 35 full-service, state-of-the art supermarkets and employs more than 7,500 full and part-time associates. Festival Foods is well-known for its "Boomerang Principle" - every business decision they make is based on the question, "Will it bring the customer back?"

The Big Cart is used for parades, festivals, special events and store promotions, and is known as the largest shopping cart in Wisconsin! However, not one of a kind, you can find three Big Carts across Wisconsin, all belonging to Festival Foods. With an engine of 290 horsepower GM 350, running on pump gas, the Festival Foods Big Cart features Mickey Thompson Racing Slicks. The Big Cart is approximately 14.5 feet long, 11.5 feet tall and 6.5 feet wide.

And now for your answer, 416 grocery bags will fit in the Big Cart.

75 **La Crosse County Voiture 830**

La Crosse County Voiture 830, Grande de Wisconsin, Society of Forty Men and Eight Horses, is an independent, by invitation, honor society of American Veterans, more commonly known as

"The Forty & Eight." The Forty and Eight is committed to charitable and patriotic aims. Its purpose is to uphold and defend the U.S. Constitution, to promote the well-being of veterans, their widows and orphans and to actively participate in selected charitable endeavors, which include among others, programs that promote child welfare, nurses training, youth sports and others.

76 **Explore La Crosse**

Explore La Crosse ... the La Crosse County Convention and Visitors Bureau ... builds awareness of the Upper Mississippi Valley region as a global tourism destination. Explore La Crosse works to increase revenue and stimulate economic development, enhancing visitor spending and overnight stays, by promoting leisure travel, conventions, sports, and events while highlighting our region's natural beauty and showcasing the talents of our residents for all communities.

77 **S&S Cycle**

S&S Cycle was born from a passion for racing and has spent over six decades building performance for the powersports market and all of it made here in Wisconsin.

78 **Jump Start Adventure Park**

The Jump Start Adventure Park truck includes employees walking with truck. The jump park is located on County B in La Crosse.

79 **Trane Technologies**

Here's a company that's almost as old as La Crosse is itself. It's Trane Technologies, which has been a leading manufacturer of CentraVac Chillers in La Crosse for a 108 years. These climate innovators are looking to take on the world's challenges...and they see opportunity. Trane Technologies are working to set new standards to enhance the health and well-being of communities, customers employees and the planet.

80 **OneTrust Real Estate**

The 27 Realtors at OneTrust Real Estate help families across the Coulee Region accomplish their real estate dreams. OneTrust Real Estate is brokered by eXp Realty. In 2020 they were voted Best of La Crosse County and helped over 400 families buy or sell their homes. Their brand new office are on South 4th St...and this afternoon they are offering free root beer floats.

81 **Muse Theatre**

The Muse Theatre is featuring members of their next production, "Great American Trailer Park Christmas Musical," which they will be opening in November. This production, as you can see, is full of colorful characters and is back by popular demand. The Muse Theatre is located on the Northside of La Crosse in a former church on the corner of Avon and Logan streets. It is an intimate space and every seat is up close and personal, as the audience is immersed in every performance. Vicki and Don Elwood are founders of the theatre and have been working in theatre for over 40 years bringing "Broadway to your Backyard."

82 **WKBT**

Here are some familiar faces from WKBT TV News 8 Now. They are walking with the 2020 VW Atlas - Storm Runner.

83 Great River Harley Davidson

The Great River Harley-Davidson unit includes representatives from the store in Onalaska, riding the latest 2021 Harley-Davidson models

84 Open

85 Blue Stars Alumni

The Blue Stars Alumni group is comprised of drum corps alumni members from many corps across the Midwest. This is its 16th year of providing entertainment for the Maple Leaf parade. Many of these adults travel quite a distance to come to La Crosse and love this weekend here. Enjoy the sights and sounds of the Blue Stars Alumni.

86 La Crosse Police