



Stevens Point Area Co-op
633 Second Street
Stevens Point, WI 54481

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SPRING 2015 EDITION

SPAC DATES TO REMEMBER

Open Weekdays 9am-8pm
Saturday & Sunday 10am-5pm
Closed Easter – Sunday April 5
Closed Memorial Day – Monday May 25

BOARD OF DIRECTORS

Erica Esser – Chairperson
Jane Benzschawel – Vice Chair
Jennifer White – Secretary
Tim Borchardt (substitute) – Treasurer
Denise Brennecke, Rhody Jakusz,
Mark Klein, Gerry Steltenpohl

CELEBRATING STAFF

ANNIVERSARIES

Jenny Bellmer – 6 years
(non-consecutively)
Lindsay Buesgens – 3 years
Regan Page – 7 years
Cate Spaulding – 2 years
Heidi Sprecher – 11 years
(non-consecutively)

NEWSLETTER TEAM

Managing Editor – Heidi Sprecher
Copy Editor – Cate Spaulding
Layout – Dolce Imaging and Printing
Co-op Savings Layout – Elliot LeBrun
Advertising Coordinator – Jenny Bellmer
Contributors – Kami Albright-Loomis,
Jenny Bellmer, Denise Brennecke,
Lindsay Buesgens, Nathan Callope,
Susan Kerbel, Sara Pionkowski, Melissa Rice,
Jeanne Shamrowicz, Cate Spaulding, Heidi
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SHOP WITH PURPOSE

1% Fridays 2015 Recipients
January – North Central Conservancy Trust
February – The Cupboard Fund
March – Wisconsin Bookworm
April – Camp Hope
May – Project Fresh Start
June – Midwest Renewable Energy Association
July – Sexual Assault Victim Services
August – The Fox on Main
September – Backpacks for Hope
October – Empty Bowls
November – Holiday Basket
December – The Greenhouse Project

If you would like your organization considered
for 1% Fridays in 2015, email us your request.



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History + Connection + Purpose = Strong Cooperative

Happy 2015, everyone! Each day is different at the Co-op, as you all know from cruising the aisles, but springtime can be especially exciting. The weather warms, the sun sets later, and the stars twinkle a little more. At the Co-op, it means more solar power, viewing the sunset from the registers in the evening instead of late afternoon, and, heck, we're happy, so our eyes are twinkling.

We are grateful for all of our steadfast, loyal members who keep us going—who hang in there through the winters, the parking, and the years. You ensure that there is a place where the next generation can shop with their conscience, upholding the seven Co-op Principles: Voluntary and Open Membership, Democratic Member Control, Member Economic Participation, Autonomy and Independence, Education Training and Information, Cooperation among Cooperatives, and Concern for Community.

We are so glad your word of mouth is such a huge promoter of our Co-op. Friends old and new are venturing out to visit, returning to our town, our store, and our community. On a typical weekend, we see an array of students, seniors, longtime members, locals, newcomers, out-of-towners, past employees, and travelers stopping to shop, or just to see what's new.

Recently, a friend of mine, who attended UWSP and now lives out of town, was in. She was introduced to the Co-op while in school and still feels a close connection. I learned about the Co-op the same way, and I am forever grateful. When I saw her, she was bringing her mom for a visit and as we spoke, she said something that really stood out to me: "Everyone knows Point has a strong Co-op." It is true. We do. And it is because, in large part, of you. Thank you.
- Heidi



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2014 FINANCIAL WRAP-UP

On the books, 2014 was a good year, and that is a great thing since our old building needs constant attention to keep it attractive and most importantly, in good operating condition.

You may be interested to know that the Co-op sells \$2 million of goods—not bad for this little retail space! Through a lot of careful attention, the managers, Bridget and Heidi, and their team have worked to end the year on a high note. That translates into a net income of about \$98,000.

Some of that money will help to pay for things on the project list such as foundation work, since we are sitting on a very old foundation built on a wetland; floor replacement due to many feet wearing the wood flooring to its life expectancy; energy-saving modifications to the entrance; repair of the front steps; improving security systems; and continuing to pay down the mortgage.

There are of course, always the unforeseen incidentals that come up through the course of the year, so a profitable 2014 provides some breathing room for what may come. We thank the entire staff at SPAC for their efforts in making the Co-op so successful, and thanks to all of our members for your support!

- The Board of Directors

NEWSLETTER TEAM ADDITIONS

As of the Winter 2014 edition, we've got some new faces making our quarterly newsletter amazing! With Heidi and Dolce Imaging and Printing still leading the team, we now have Elliot working on our Co-op savings design and layout, Jenny coordinating our wonderful advertisers, and Cate working as the copy and content editor. We're all very excited to work with our newly-filled-out team and our contributors.

Please let us know if you have any suggestions or wishes for future editions—we want the newsletter to answer your needs, and be the best it can be!

- Cate

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GUMMY BEAR GUESS

Do you like gummy bears?

Here's your chance to win an entire jar full of them!

Guess closest to the number of bears in the jar, and you will get to take these yummy vegan bears home!

Visit the Co-op to see the jar and submit your best estimation.



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Introducing Maple Valley Syrup

New to our maple syrup selection, we're pleased to now offer Maple Valley Cooperative Syrup in the Co-op's bulk section. Eight years ago Maple Valley, an organic maple syrup producer in Cashton, Wisconsin, shifted their business to better align themselves with their intrinsic beliefs and vision. At the forefront was their commitment to small family farms, fair practices, and organic woodland stewardship. In 2007, they transitioned from being a standard for-profit business to a cooperative, and is the only organic maple syrup cooperative based in the U.S.

Stop in and give their syrup a try!

- Kami and Adrienne Fox, Maple Valley Cooperative

A MIND IS A SERIOUS THING TO WASTE

Knowledge is a dangerous thing. Well, perhaps not really, but it sure can complicate our lives. I'm sure I'm not alone in those moments of standing in the store aisle, reading labels and trying to make a choice with the least damaging environmental impact. It is a difficult decision due to our global economy and the endless amount of news available at our fingertips. How many times do you just return the items to the shelf and walk away, either determined to do more research, find a substitute, or dismiss the product entirely?

Shopping at a business like the Stevens Point Area Co-op facilitates wise consumer decisions. The Statement of Purpose established for the Co-op includes a commitment to "providing high quality whole foods, products that are less refined and more nutritious, and products that have a lower environmental impact than commercial counterparts." This is a reference point for the managers and department managers who choose the products that appear on the shelves at the Co-op, which eases the pressure on our customers to be a wise ecological consumer. The dedication of the Co-op to these ideals doesn't let you off the hook, though.

We need informed citizens, now maybe more than ever. Wise consumer choices in the grocery store have a huge impact on our world. "Eating is an agricultural act," Wendell Berry stated in his "Conservationist and Agrarian" in 2002. "If conservationists will attempt to resume responsibility for their need to eat, they will be led back fairly directly to all their previous concerns for the welfare of nature." Agri-business, clean water, global warming, fracking, pipelines, weakening of public education, poverty, deforestation, loss of wildlife habitat—the list of issues that we could and should be aware of goes on.



To be an educated participant in our democracy is imperative as many politicians fail to see—or maybe just fail to publically acknowledge—that our planet is facing a serious crisis. It is up to us, the citizens, to force change. Choose your actions: shop at the Co-op, vote, follow local issues, recycle/reduce/reuse, write some letters, join an organization, consume responsibly, and dispense copies of Wendell Berry works. We all need you.

- Denise Brennecke, BOD member

In the Bulk Aisle...

To bulk customers new and old: The Co-op would like to remind everyone of our return policy in the bulk department. Since the products are not factory-sealed, they are non-refundable unless they are spoiled.

We encourage you to ask for assistance from staff if you would like to sample anything before you purchase it. That way, satisfaction can be as close to guaranteed as possible. Thanks!

- Kami

Overheard at the Local Food Fair

Now in its eighth year, the Local Food Fair serves as the unofficial kick-off to our local food season, and this year was busier than ever. I got to staff our booth, and talk with many new and familiar faces throughout the night. Here's a sample of what people had to say about the Co-op:

"The bulk maple syrup is my life!"

"I buy all my greens there—especially kale and spinach."

"I come in around 11:30, and it always smells amazing!"

"I was just in there yesterday!"

"As soon as I get off the meal plan on campus, I'm buying a membership."

- Lindsay

Some New—and Newly Returned—Faces at the Co-op



Hi everyone, Rebecca here! After seven years, I am back! You may remember me being very pregnant with my son Jakob when I left. Since then, he has become a big brother to Owen, who is 3 years old and in preschool. I have enjoyed my years staying home with them, but now I have more time to do other stuff too! I continue to do nutrition and wellness education through Point Nutrition, and have also become a roller derby queen with the Mid-State Sisters of Skate—catch me in my second season this spring! Many travels, including the eastern parts of Canada twice, were also part of my adventures. While I have seen many faces I remember, give me time to figure stuff out as I begin my journey again at the SPA-Co-op!

- Rebecca



Hiya! I'm Sara, longtime member and newest employee here at the Co-op. As a native Pointer, I have always enjoyed what central Wisconsin has to offer. As an animal, plant, and Earth lover, I enjoy hiking, camping, gardening, and all things outdoors. Several years of working in the food and beverage industry have given me an appreciation for where our food comes from and what we put into our bodies. Creating and sharing ideas, recipes, and food I've grown has become a passion of mine. The SPAC is a special place that incorporates so many of the things I love. I'm looking forward to meeting and working with all of you who enjoy the Co-op lifestyle as much as I do!

- Sara

In the Produce Department ...

Ever wonder about our non-local produce suppliers? Here's a little more about one of our primary nonlocal produce suppliers, Co-op Partners Warehouse.

Co-op Partners began distributing organic produce in 1999 as an offshoot of the Wedge Community Co-op in Minneapolis. Since its beginning, Co-op Partners has specialized in supplying quality local foods. It has since expanded and operates as the wholesale department of the Wedge, maintaining close relationships with local producers and food artisans. They also partner with Minnesota and Wisconsin family businesses, offering products beyond fresh produce, such as ice cream, deli items, and grass-fed beef.

Look for fresh produce from Co-op Partners on Thursdays, including produce favorites like spinach, bananas, and Wisconsin-grown carrots!

- Nathan

Local Love: Gimme Shelter

Gimme Shelter is an Amherst-based construction company that specializes in building innovative, sustainable, high-performance, energy-efficient homes. If you are looking to go off the grid or simply reduce your heating costs and carbon emissions, these are the guys to talk to. Whether you want to build from the ground up, add on, or remodel, they have you covered.

They specialize in solar and wind power, as well as photovoltaics, where solar energy is converted into direct current electricity; solar hydronics, using water as a heat-transfer medium in heating and cooling systems; and masonry heaters, which are similar to wood stoves only better, because they store a large amount of heat from a short burn and then steadily radiate it through your home for 18- to 24-hour periods.

Gimme Shelter has won some pretty prestigious awards, including the Wisconsin Focus on Energy Sustainable Builder of the Year Award in 2000 and the National Home Builders Association's Innovation Construction Award in 1999.



Now that I have educated you on what they do and just how good they are at it, let me tell you about why they are one of my local loves. If you take the tour of homes during the MREA Energy Fair, you will be fortunate enough to see where several of these homes are, and how a home can be both artistically unique while being skillfully crafted. Oh and I almost forgot, Gimme Shelter remodeled the upstairs of our little Co-op a few years back and created a brilliant space for offices, a second bathroom, and a kitchen for breaks.

If I have planted a seed or piqued your interest, check them out online at gimmeshelteronline.com, if you are thirsty for more information.

- Pearl

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Earth Crust Bakery Corner

Happy Spring to everyone! It feels so good to be moving into warmer weather. We are definitely looking forward to the next growing season!

Have you ever wondered how we make our pastry and croissant dough—how exactly we get those lovely layers and delicious taste? The process is known as lamination, and it involves wrapping butter into the dough so it cannot slip out. The butter-wrapped dough is then rolled out on our marble table and folded into thirds, then turned and rolled out again. The more turns you make, the flakier your finished pastry will be. We turn it four times to get the required layers we want.

Butter is essentially made of milk fat, solids, and water. When heated, the water in the butter turns to steam. The thin layers of butter in the laminated dough cause the dough to puff up and rise during the baking, giving the croissants and pastries their layered look. The solids in the butter cause the pastry to brown, and of course, taste delicious. You could use a fat other than butter and it would still be laminated dough, but it would not have the same flavor as rich, creamy butter.

Our laminated dough is very versatile. We use it to make our famous cinnamon rolls, croissants, Parmesan twists, personal pizza crusts, and our vegetable pastries. We use a similar dough for our wonderful Danishes: the only difference is we also add honey to give the Danish dough a sweeter taste, and eggs make it a bit richer.

We only use the basic ingredients necessary to make our dough because you don't need the other fillers you might see in a mainstream grocery store. A friend of mine once told me that she purchased apple turnovers from a local large grocery store, ate one, and became sick to her stomach. She then looked at the label on the item: the ingredient list was 3 inches long, and many of the ingredients were unpronounceable. I told her we were making apple Danish that week, and to try one of ours. She purchased one, and I got a call about an hour later from her. "That was the best apple turnover I have ever tasted," she said.

Now you have some insight into the process of creating the dough we use for the majority of our fresh-baked counter items. We hope you'll come out soon and try some if you haven't already—and if you have, come in for your next treat! We love making these wonderful goodies for our customers. We strive to create what you are looking for and have it available when you want it, and we always welcome special orders. We wish the best to all of you and hope to see you out and about at the Co-op this spring.

See you at the bakery!

- Susan, Mary, Margaret, Joan, and Donna

Attention Burrito Lovers!

Here's the ultimate quick bean burrito, filled with Co-op goodness and easily adaptable to use whatever you have on hand! Note that ingredients and amounts are flexible: it's fool-proof cooking at its most delicious!

- Sara

CO-OP BEAN BURRITOS

INGREDIENTS

- Drew's chipotle lime salsa, ½ jar
- Frozen corn, 10 oz. bag
- 1 can Hatch's diced green chiles
- 1 C. refried bean mix (available in the bulk section)
- Water
- Grated Cheese (optional)
- Stacey's Wheat Tortillas

DIRECTIONS

1. Combine the salsa with the frozen corn and diced green chiles in a medium saucepan, adding a few splashes of water. Simmer until corn is cooked through.
2. Add the refried bean mix, then stir in additional water until you reach your desired filling consistency.
3. Fill tortilla with mixture, top with cheese if desired. Wrap up and enjoy!



Kids' Co-op Scavenger Hunt

(For ages 12 and under)

Hi kids! Come to the Co-op and find the answers to these ten questions, and you could win a prize bag full of items to make delicious lunches for an entire week! GOOD LUCK!



1. Find something gluten-free: _____
2. What is the price of an Organic Valley Stringle? \$ _____
3. What country do the finger puppets come from? _____
4. How many ounces are in a 4-pack of Field Day Organic Peaches & Pears? _____ oz.
5. Name the ingredients in a can of Eden Organic Black Soy Beans: _____

6. What is the brand name of the frozen mango chunks? _____
7. What is the address of Carlanna Gardens, our local pesto brand? _____

8. Name a type of potato that is currently in the produce cooler: _____
9. What is the five-digit PLU number for Peppermint? _____
10. What is your favorite type of Earth Crust cookie? _____

Sprout Into Spring

Interest in sprouting peaks this time of year, and it's no surprise since we could all use a bit of newly growing greens in our diet this time of year. We have a variety of sprouting supplies on hand to get you started. We have sprouting systems and sprouting jars, sprouting lids and screens to use with canning jars, and a free brochure with information on how to get started. Additionally, we have a variety of seeds and seedmixtures in our bulk spice department, along with beans and nuts in the bulk aisle.

Happy Sprouting!

- Melissa

Spring into Sprouting! **50¢ off**
your seed purchase
of \$1 or more.
Valid through 3/31/15

The One Where the Coffee Buyer Becomes the Coffee Farmer

If you're a fan of the show *Friends*, this title may strike a chord of nostalgia. However, the similarities between it and my trip to Oaxaca, Mexico end there—with the exception of a few smelly cats. I decided to go on Liberation Farmers John Sheffy and Holly Petrillo's volunteer coffee harvesting trip this January for a few reasons, but most importantly because I buy all the coffee for the Co-op, and I wanted to learn more. How is it produced? How is it processed? What is the real-world cost of a cup of coffee?

The investigation began two days after arriving in Oaxaca, when we took a bus to Tomas and Elvira's house in Tanetze five hours away, where we'd spend the next ten days harvesting coffee. Each morning began with a relaxed, enormous breakfast. After, we donned our raingear and headed down the mountain to the coffee fields. We'd pick all the beans that weren't bright green, or unripe, for four to six hours straight. Each ripe coffee cherry is individually picked off of each branch of every coffee tree. Then, we'd carry it back up the mountainous trail for processing.

First, the cherries are pulped. Pulping separates the outer husk of the coffee cherry, the cascara, from the coffee bean. Post-pulp beans are left in a basin to ferment in their own sugars for 24 hours. Then, washing begins. Washing the beans together allows you to separate the high quality beans from the others, which are sold at a lower cost. The basin is filled with water and the higher quality beans sink to the bottom, as lower quality beans float up and are extracted. Then, the water is drained and the process is repeated. Finally, the beans are pushed through a coffee sift, leaving piles of beautiful, wet coffee beans.

Coffee-growing countries all have different methods of drying coffee. In Mexico, patios or roofs are used. The coffee must lie in the sun for at least seven days to fully dry. We didn't reach this step until our eighth day, when the sun finally appeared. Elvira had enough coffee to entirely cover their two patios. The crew poured the coffee onto woven mats and spread the beans into a thin layer. The beans then had to be rotated throughout the day to ensure each side was drying. At sunset, the beans were re-bagged, rogue beans were meticulously picked up, and bags were lugged down the stairs. This took at least 45 minutes each time—and that was with 13+ people helping! I can't imagine how long it takes Tomas and Elvira alone.

After the beans are dry, the product is run through a machine that removes the outer husk, leaving just the green coffee beans. Next comes sorting. Ever notice when you buy whole-bean coffee, nearly every bean in your bag is perfect? Farmers sort through the coffee one last time, pulling out imperfect beans. We got to do this every night. Past groups didn't sort nearly as much coffee as we did. Our trip was so different simply because we ran out of things to do in the fields.

Coffee rust hit Tomas and Elvira's fields hard this year. Known as "la roya," the fungus shows up as yellow spots on the leaves. Photosynthesis stops, leaves fall, and coffee cherries stop growing. John and Holly can't recall production so low. Opposed to and unable to afford fungicides, insecticides, and synthetic fertilizers, the farmers take each season as it comes, and leave it to Mother Nature.

Regardless, there is always work to be done. After sorting, John and Holly pack duffle bags with 50 pounds of coffee beans, then each volunteer checks two of these bags on the return flight. John and Holly roast and sell this direct-trade coffee to their coffee CSA, as well as local businesses like the Co-op. Meanwhile, Tomas and Elvira roast and sell their coffee, Café Yu-Van, each week at the Organic Market in Oaxaca.

Support all the farmers, volunteers, and smelly cats involved with this partnership and shop for Liberation Farmers' coffee at the Co-op. We will have coffee from Tomas and Elvira's farms in our bulk coffee section soon. Learn more at liberationfarmers.blogspot.com, or email me at lindsayb@spacoop.com.

- Lindsay





Calling all Co-op Cooks!

We are still collecting Co-op members' recipes to fill our new cookbook, and we need your help! Please submit your favorite dinner, lunch, soup, snack, hors d'oeuvres, etc., and you will see your recipe printed in the next Co-op cookbook, due to come out this summer! Leave a copy of your masterpiece recipe with one of our friendly cashiers ASAP!

RECIPE: _____

Name _____ Phone _____

Address _____

THE ABOVE FORM DOES NOT NEED TO BE USED - ANYTHING WILL WORK!

What's New in Wellness and Body Care?

Wellness and Body Care, for one! We've decided to get with the times and update the names of our Supplements and Health and Beauty Aids departments. Supplements is now known as Wellness, and Health and Beauty Aids (aka HABA) has been more aptly renamed Body Care. Look for the colorful new sign identifying this cozy little corner of the store, artfully decorated by our own talented Elliot LeBrun.

Products new to Wellness since our last newsletter include items from Green Foods, Nature's Way, and Euro Pharma/Terry Naturally. We now carry Green Foods True Vitality protein powder in vanilla, with chocolate and unflavored varieties available through special order. We've brought in three of the Umcka cold care syrups from Nature's Way: Cough, Cold and Flu, and Children's Cold Care. The Euro Pharma/Terry Naturally line has been expanded to include Mental Advantage, Bacteril, Healthy Feet and Nerves, and Cura-Med in the higher 750-mg dosage.

Body Care has seen the addition of products from Life Flo and Alaffia. Looking for a nice warm escape but can't quite swing a trip the tropics? Try adding Life Flo Magnesium Flakes to a relaxing hot bath to help ease muscle aches and stress. We've been loving Alaffia and their sustainable skin care products, along with all the work they do to further empowerment and gender issues, for several years now. New to the Co-op are products from their Everyday Coconut line including six facial care products, shampoo and conditioner, body wash, and body lotion. The Coconut Water Face Toner was voted Best Natural Toner by Yoga Journal in their 2014 Best Natural Face Products category. We've also added their Curl Enhancing shampoo and conditioner along with Curl Defining Gel to our shelves.

Hop on in and have a look!

- Jeanne



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