

DECEMBER 2025



# THE SPOTLIGHT ON HEALTH



*Building for the Future: Vernon Health  
Breaks Ground on New Expansion and MRI Suite*



**David Hartberg**  
Chief Executive Officer/  
Administrator

#### A Message from Our CEO

**As we close out 2025, I'm incredibly proud of how Vernon Health continues to grow—shaping the future while staying true to who we are. As an independent hospital, our strength comes from the dedication of our clinicians, the compassion of our staff, and the trust of the communities we serve.**

**Breaking ground on our building expansion and MRI suite marks a remarkable moment in our history. More than a construction milestone, this project is an investment in rural healthcare and a commitment to providing high-quality, advanced services close to home. It reflects years of thoughtful planning and a shared vision among our board, staff, and community partners.**

**At the same time, continued growth in obstetrical care and expansion of our provider team highlight what matters most at Vernon Health—people. Our clinicians are the heart of our mission, and their expertise, compassion, and leadership make exceptional care possible for every generation.**

**Thank you for supporting our work and helping us remain a trusted, independent healthcare partner for our region. Together, we are building a future that keeps care local, strengthens our community, and preserves the values that make Vernon Health unique.**

## Meet Our Providers

At Vernon Health, exceptional care begins with the people who deliver it. Our providers bring together years of clinical expertise, a deep commitment to patient-centered care, and a shared passion for serving the families of Vernon County and the surrounding region.

This year marks an exciting chapter in our organization's growth, and our providers are at the heart of that progress. Their leadership, dedication, and collaborative spirit help shape a healthcare environment where innovation thrives and patients feel fully supported. From primary care to specialty services, each member of our team plays a vital role in ensuring Vernon Health remains a trusted resource for every generation.



**Marcia Auliff**  
APNP, NP-C



**Darren Perttu**  
MD



**Kim Perttu**  
DO



**Jessica Klein**  
PA-C



**Jessica Merzenich**  
PA-C



**Jordan Urbanek**  
MD



**Shelby Folley**  
LCSW, CSAC

We are proud to highlight the providers whose commitment strengthens our mission, enhances the experience of our patients, and continues to elevate the standard of care within our community.

## Vernon Health Continues to Grow Obstetrical Services to Support Families

At Vernon Health, we believe every family deserves a birth experience that feels safe, supported, and centered on their needs. As our community grows, so does our commitment to providing exceptional obstetrical care close to home. We're excited to share that our OB program is expanding once again—with additional providers joining our team and midwifery services coming soon.

For generations, families in our region have trusted Vernon Health to guide them through some of life's most meaningful moments. As part of our ongoing investment



in family-centered care, we are enhancing our obstetrical program to ensure families have more choices, more support, and more access to high-quality care during pregnancy and birth.

Our expanded team will support a full range of needs—from high-risk pregnancies requiring specialized attention to those seeking a low-intervention or hands-off approach. No matter your path, our goal is simple: to help you create the birth experience you want while ensuring you and your baby receive the safest, most advanced care available.

With the addition of midwives to our staff, families will soon have even more options for the type of provider and support that feels right for them. This expansion reflects our core belief that exceptional healthcare grows from understanding the values of the community we serve.

At Vernon Health, solid beginnings start with compassionate care, delivered by people who understand and care deeply about this place and its families. We're honored to continue growing with you—and to care for the next generation right here at home.

## Building for the Future: Vernon Health **Breaks** **Ground** on New Expansion and MRI Suite

This fall marked an exciting milestone for Vernon Health as we officially broke ground on our building expansion and new MRI suite. This project represents more than bricks, beams, and added space—it is a powerful investment in the future of rural healthcare.

For years, patients in our region either had to travel long distances for advanced imaging or wait until the mobile MRI truck was onsite. By bringing in-house MRI services directly to Vernon Health, we are closing that gap and ensuring that our community has access to the same leading-edge technology available in larger, urban medical centers.

This expansion isn't simply about improving convenience. It's about strengthening care where it matters most—close to home. Having an MRI suite onsite means faster answers, quicker diagnoses, and a smoother experience for patients who already trust us with their care. It supports our providers with the tools they need and reinforces our commitment to delivering high-quality, comprehensive services right here in our rural community.



Breaking ground on this project was an honor, and it reflects the shared vision of our board, leadership, staff, and community partners. Together, we are building a stronger, more connected future for healthcare in our region.

As work continues, we look forward to opening our doors to a space that will help us serve patients with even greater precision, comfort, and compassion. At Vernon Health, investing in rural healthcare means investing in the people who define our community—and we are proud to take this important step forward with you.



**VERNON  
HEALTH  
FOUNDA TION**

The Vernon Health Foundation is dedicated to strengthening healthcare access, wellness, and quality of life throughout our region. Through community giving, grants, and local partnerships, our Foundation supports critical programs, patient care initiatives, equipment needs, and long-term projects that ensure everyone in Vernon County can receive compassionate, high-quality care close to home. Our mission is to connect community generosity with meaningful impact, improving health and wellbeing for today and for generations to come.

## A Message From Our Development Manager

The word generous is defined as “showing a readiness to give more of something, especially money, than is strictly necessary or expected,” and also as “showing kindness to others.” When I think about it, isn’t that what nonprofits truly are—community hubs that take people’s generosity and transform it into all the ways we show kindness? I like to picture it as a kind of magical good machine: people pour in their time, talent, and treasure on one side, and meaningful, tangible impact comes out the other.

Here at the Vernon Health Foundation, the generosity of our community has powered that good machine every day. Your shared time and talent have created a volunteer group of more than 40 individuals who brighten the lives of our patients. Your shared treasure has funded impactful resources such as hospital beds, an orthopedic surgical robot, healthcare scholarships, CPR manikins, physical therapy equipment, children’s books, specialized support for medically complex children and families with genetic conditions, staff education, a mental health-focused community event, medicine takeback kiosks,

and so much more. We even have a fund that helps patients access cardiopulmonary maintenance services they otherwise would not be able to afford.

We are also proud to partner closely with our hospital’s auxiliary group, the Friends of Vernon Health, whose generosity extends even further—providing welcome kits for new mothers and babies, additional healthcare scholarships, and advocacy for patients and families at both local and state levels.

Taken together, the “good machine” in the region served by Vernon Health is running strong—made possible by an incredible community that lives out the true meaning of generosity every single day. For those already involved in this work, thank you. And for those who have yet to discover the impact you’re capable of making, I invite you to experience this magic for yourself.

# Your Generosity at Work

Thanks to the generosity of our donors, the Vernon Health Foundation has recently funded several important items that enhance patient care and support the health of our community. Here are a few examples of the impact your giving makes possible.



## Films on the Field: A Night of Community and Connection

This July, the Vernon Health Foundation hosted its third annual Films on the Field outdoor movie event at the Vernon County Fairgrounds. Community members enjoyed free admission, along with complimentary pizza, ice cream, and popcorn as Inside Out lit up the jumbo screen. Throughout the evening, we shared mental health tips and information about local resources to support the people and families we serve and to help reduce the stigma surrounding mental health. According to the National Alliance on Mental Illness (NAMI), 1 in 5 U.S. adults experience mental illness, and 1 in 6 youth ages 6–17 experience a mental health disorder each year.



## Expanding Access: New Medicine Takeback Kiosks

On October 25, in recognition of National Drug Take Back Day, the Vernon Health Foundation purchased and installed three new medicine takeback kiosks in the Viroqua, La Farge, and Soldiers Grove clinic pharmacies. These kiosks now provide our community with a safe, year-round way to dispose of unused medications—helping protect families and the environment.



## Investing in the Future: Healthcare Scholarships

For the 2025–2026 academic year, the Vernon Health Foundation and the Friends of VMH awarded a collective \$30,000 in scholarships to local students pursuing careers in healthcare. This support reflects our shared commitment to improving access to care throughout the region by empowering the next generation of healthcare professionals.

To keep this momentum strong, we are seeking to raise \$15,000 to support next year's scholarship schedule. We are adjusting our timeline to better meet students' funding needs, and this one-time increase in support will help prevent any gaps in scholarship availability.

# Thank You Donors

The Vernon Health Foundation sincerely thanks all who supported our mission. Donors who made contributions between September 2, 2024, and September 30, 2025, are listed below.

|                           |                             |                            |                             |                          |                           |
|---------------------------|-----------------------------|----------------------------|-----------------------------|--------------------------|---------------------------|
| Anonymous (multiple)      | Vanguard Charitable         | Community Giving Fund      | Phyllis Juno                | Marvin Nolt              | Bob & Barb Solverson      |
| Ralph Tauke & Marilyn     | T Rowe Price Charitable     | Special Children's Fund    | Dr. Michael & Mrs. Pam      | Isaac & Susan Nolt       | Kay & Craig Starr         |
| Adam                      | Charityvest                 | Southwest Special          | Kalinovsky                  | Titus & Anna Nolt        | Garith & Julie Steiner    |
| Jessica Addington         | Aligned for Health Care     | Children's Fund            | Seland's Karpetland         | Arnold & Coralee Nomann  | Bradley & Carolyn         |
| Universities of Wisconsin | Chiropractic                | Buzzy's Home Furnishings   | Mark Kastel                 | Kent Oftedahl            | Steinmetz                 |
| Administration            | Marcus Christianson         | GIST                       | Susan Katcher               | Stacey Oldenburg         | Erica Steinmetz           |
| Driftless Aesthetics      | Janelle & James Cisneros    | Deb Gallagher              | Dan Keim                    | Alicia Olson             | Beth & Gerald Stempinski  |
| Dr. Ben Agar & Mrs. Julee | Susan Clancy                | Hannah Garrett             | Robert Kerska               | Rodney & Martha Olson    | Monte Tewalt & Debra      |
| Caspers Agar              | Jane Clark                  | Nick Georgitis             | Joni Klinge-West            | Sarah & Bill Olson       | Stout-Tewalt              |
| Joseph Ahler              | Steven & Debra Clark        | Sara Gerlach               | Roger & Jean Klousia        | Martha & Fred Olson      | Christine Strait          |
| Jennifer Albrecht         | Tyrell Clements             | Siri Getter                | Andrea Knight               | Fred & Irene Olson       | Philip & Kris Strand      |
| Karen Allness             | Kellogg Company             | Karl & Bonnie Gilbertson   | Mark Kolpitcke              | Stacy Ostrem             | Ashley & Michael Strasser |
| Mindray North America     | Noble Rind Cheese           | Don Gilles                 | Staci Kring                 | Cindy & Mark Ostrem      | Gundersen Lutheran Admin  |
| Dennis Andersen           | Company                     | Valdo & Shirley Gilman     | Jackie Krueger              | Gary Ostrem              | Svcs                      |
| Kathryn Sutton-Anderson & | Jessica Compton             | Chrissie Gingerich         | Stephen Kvigne              | Winston & Cheryl Ostrow  | Stephanie Swanson         |
| Joel Anderson             | Sucheta Connolly            | GoMacro                    | National Financial Services | Paula & Larry Owen       | Lynn Swiggum              |
| Jennifer Anderson         | Vernon Communications       | Ernest & Wilma Gruber      | LLC                         | Alice Parker             | Rockweiler Appliance & TV |
| Elida Anderson            | Cooperative                 | Mary R Green               | Wipfli LLP                  | Dale & Lola Parker       | Eryn Taylor               |
| Victoria & Richard        | Vernon Electric Cooperative | Dakota Supply Group        | Averi Ladwig                | Nadine Paulsrud          | Rosa Thill                |
| Anderson                  | Dave Cornell                | Ole & Judy Gulbrandsen     | Ashley & Jason Lagerquist   | Aric & Jen Pedersen      | Roger A. Thompson         |
| David and Susan Anderson  | Cheese Corner               | Ashley & Leland Hagen      | Mervin & Rosanna            | Dorothy Pederson         | Thor Thorson              |
| Brian & Jayne Anderson    | Kickapoo Corners            | LaMont & Shirley Hagen     | Lambright                   | Madison Perkins          | Angela Tjaden             |
| Shawna & Rob Andolsek     | Viroqua Hills Golf Course   | Anita Hagen                | Paul & Ann Larsen           | Ilana Pestcoe            | Robert & Janet Tollackson |
| Driftless Angler          | Vosseteig Funeral Home &    | Nicole & Bryan Hall        | James & Rebecca Larson      | Tobias J & Edna L        | Trane                     |
| Cheryl & Charles Arentz   | Crematory                   | Paige Halverson            | Mark & Sharon Larson        | Petersheim               | The Wedding Tree          |
| Kunkel & Associates       | Marlene Crowe               | Pamela Hammond             | Scott & Cyndi Leckey        | Kay Peterson             | John Urch                 |
| Marcia Auliff             | Angella Dahl                | Haley Hampel               | Rick & Sarah Lester         | LaVerne & Alice Phillips | VARC                      |
| Paul Bergquist & Carole   | Terry & Joe Danczyk         | David & Anne Hartberg      | Marvin G. and Margaret A.   | Janice Poltrock          | Dale Vagts                |
| Austin                    | Kaylee Darling              | Phillip & Ruth Hartmann    | Lewis                       | Paula Pratt              | Eugene & Patty Valentini  |
| Mona Bader                | Sharon & Richard Davidson   | Susan & Darlene Haser      | Holly Liedtke               | Dr. Deborah Prior        | Organic Valley            |
| Terence Baier             | Kristi Deaver               | Carl Hatfield              | Kim Littel                  | Driftless Provisions     | Bette Vandersteen         |
| Rachael & Richard Baker   | Ann Dee                     | Rebecca Havlik             | Dr. Michael Loebertman      | Quarles                  | Nick & Ashley Veglahn     |
| June Baker                | Samuel & Lena Detweiler     | Laura & Kim Hay            | John & Mary Lois            | Elaine Raam              | Driftless Vibe            |
| Kyle & Laurie Bakkum      | Owen W & Marie C            | Golf Headquarters          | Neil & Lori Lonergan        | Tarah Raam               | Hardy Vines               |
| Associated Bank           | Detweiler                   | Friends of Vernon Memorial | Olivia Loper                | Valette Radloff          | Richard & Judy Volden     |
| Citizens First Bank       | Digicopy                    | Healthcare                 | Rob & Kim Lovejoy           | Wendy Rakower            | Peter & Susanna Walby     |
| Peoples State Bank        | Thomas & Shelley Dobbe      | Vernon Memorial            | Alex Lueck                  | Bonnie Rath              | Mike Waldenberger         |
| Farmers State Bank        | Melonie & Tim Driese        | Healthcare                 | Gigi Macasaet               | Hall Realty              | Tamsen Morgan & David     |
| Royal Bank                | Rachel Duce                 | Romelle Heisel             | Karen Mack                  | Eva Rebarcheck           | Ware                      |
| Vicki & Geoff Banta       | The Grey Duck               | Harry & Marla Heisz        | University of Wisconsin     | Certified Recovery       | Lester Z & Anna Mary      |
| Becky Baumgartner         | Robert & Donna Dugan        | Sue & Dan Heitman          | Madison                     | James & Leona Reed       | Weaver                    |
| Tanya Bautch              | Jeffrey Dunnum              | Marvin Hansen & Rita       | William & Jo Ellen Mapp     | Donna Reicks             | Barbara Webb              |
| Menno L Beachy            | Howard K. Dunnum            | Helgerson                  | William & Sandra Marohl     | Vernon & Lucille Reiff   | Susanne Wedwick           |
| Christa Berg              | Tina Edwards                | Kent Hendrickson           | George Siemon & Theresa     | Kris Reinhart            | Doug & Mary Weed          |
| James Bernard             | Karen Ekern                 | Andrew Hershberger         | Marquez                     | Ironside Human Resources | Cassandra Weibel          |
| Jolene Birkelo            | Poellinger Electric         | Heather Hiles              | Jeff & Lori May             | Todd & Rachel Risberg    | Mariane & Doug            |
| Bluesight                 | Carrie Elefson              | Martha & Palmer Hoffland   | Jerry O McGeorge            | Kenneth Carlson & Laura  | Weidenbach                |
| Paige Bobb                | Daniel & Elaine Elliott     | Hollie & Scott Hoffland    | Jonathan McKenzie           | Roberts                  | JoDean & Jeffrey Wendorf  |
| Sheri Bohland-Hammond     | Embark                      | Brian & Marita Hoffman     | Corrine & Larry Means       | JoAnn & Darin Von Ruden  | Carol Wesley              |
| John & Amelia Bontrager   | Daryl & Nancy Ertl          | Mandy Holtz                | S & S Mechanical            | Rick & Barb Rugg         | Edward Jones of Viroqua   |
| Pamela A Bormann          | Matthes Real Estate         | Greater Horizons           | Alan & Mary Meyer           | City Styles Salon        | & Westby                  |
| Ben Borntreger            | Amy Evenstad                | Anabaptist Health          | Marie Mezera                | Laura & Paul Schmidt     | Tom & Danelle Weston      |
| Bill Brooke               | Jeff & Georgia Everson      | Ministries INC             | Justin Miller               | Crist J & Kathryn        | David E. Wiese            |
| Alayna Brownie            | Linda Everson               | River Valley Auto Inc.     | John H Miller               | Schmucker                | Ernest Wiese              |
| Ronald & Susanna Brudos   | Joseph Edmunds & Robin      | North American             | Dannie & Mary Miller        | Elmer Schmucker          | Barbara & Lawrence Wilcox |
| Gary & Jacquie Brunslik   | Farrell                     | Mechanical Inc.            | Noah Miller                 | Labecca Schott           | Pamela & Michael Williams |
| Warren Buckles            | Rick & Patti Fatura         | St. Mary's Ridge Sportsmen | Eli Miller                  | Derek & Vanna Schroeder  | Dr. Katie Williams        |
| Martha & Brian Buening    | Bill & Lisa Fieck           | Inc.                       | Terry Miller                | Christine Seroogy        | Sara Wilson               |
| Jeff & Anita Burckhardt   | Cade Financial              | C & C Landscaping, Inc.    | Miron                       | Bethel Home & Services   | United Way of Wisconsin   |
| Portia & Jody Burckhardt  | Therma Fitzgerald           | Rotary Works International | Andrea Modlin               | Animal Tracks Veterinary | Marla Withey              |
| Lamar Burkholder          | Hotel Fortney               | Thrivent Charitable Impact | Glenn & Charlotte Monroe    | Services                 | Craig & Allicia Woodhouse |
| Lisa Burnham              | La Crosse Area Community    | & Investing                | Ginny Moore                 | Jane Severson            | Morgan Woodhouse          |
| Colin Burns-Gilbert       | Foundation                  | Priscilla Jackson          | Roseanna Moran              | Deanna & Kerry Severson  | Dr. Brian & Mrs. Susan    |
| Kari Buros                | James P. Bigley Foundation  | Sheila Jennings            | Nicole Mueller              | Ann Sherry               | Woody                     |
| American Solutions for    | Creative Planning           | Kickapoo Creekside Market  | Erin Mueller                | Andrew & Sarah Shrock    | Shirley Wuensch           |
| Business                  | Foundation                  | & Johnson                  | Gena & Stewart Muller       | Amy & Mike Simonis       | Elizabeth Yamriska        |
| Benjamin & Elsie Byler    | Marian Francis              | Garry & Cathy Johnson      | Lester E. and Ellen M.      | Alice Sloane             | Titus Yoder               |
| Chester Byler             | Sara & Tim Fredrickson      | Debra Johnson              | Mullet                      | Marty Snustead           | Neal Yoder                |
| Earline & Michael Capps   | Family & Friends            | Marcy Jones                | Ashley Nash                 | AMS - Advanced           | Carol & Tim Young         |
| Christy Jo & John Carter  | Roderick Jorgenson &        | Roderick Jorgenson &       | Daniel & Donna Nelson       | Multimedia Solutions     | Linda Ziegler             |
| Jena & Fred Casper        | Connie Peterson Jorgenson   | Connie Peterson Jorgenson  | Andrew & Emily Nelson       | Confidence Skincare      |                           |
| Fidelity Charitable       | Mary & Robert Jothen        | Mary & Robert Jothen       | Anthony Nemes               | Solutions                |                           |

# Gifts of Commemoration

Throughout the year, gifts are made to the Vernon Health Foundation to honor a staff member or department whose care has made a meaningful difference. Donors also use this type of giving to celebrate special occasions such as birthdays, graduations, and anniversaries.

In response to these gifts, the Vernon Health Foundation sends a letter to the individual being honored, and we are always happy to include a personal note from you. We also display honorees' names on our lobby TV monitors in the Viroqua Clinic and Hospital. Gift amounts remain confidential.

Individuals who were honored between September 2, 2024, and September 30, 2025, are listed below.

Ann Sherry, PA-C  
Jeffrey Lawrence, MD  
Alexa Colburn, FNP  
Andrew Lehman, MD  
Erin Swiggum, APNP  
Joe Willis  
Sara Christianson  
Troy McKay, OD  
Martin Erlandson, DO  
Michael Kalinosky, MD

Susanne Mlsna, APNP  
Andrew Nahas, OD  
Bonnie Davidson, MD  
Brian Woody, MD  
James DeLine, MD  
Deb Prior, MD  
Katie Williams, MD  
Neil Lonergan  
Sara Mack  
Jon Radcliffe, DO

Mona Bader, RN  
Surgery Team – Orthopedics  
Physical Therapy Department  
Infusion Team  
Cardiac Rehab Unit  
Emergency Department

# Donations Make a Difference!

**At the Vernon Health Foundation, our mission is to develop and support programs and services that improve access to high-quality healthcare and enhance wellness for the people we serve. We are deeply grateful for the generous donors who make this work possible.**

**We hope the examples you've seen throughout this publication highlight the meaningful impact of donor support—and we invite you to consider making a gift to help further our mission.**

# Gifts of Remembrance

The Vernon Health Foundation is honored to receive gifts made in memory of those who are no longer with us. These memorial contributions celebrate the lives of individuals who have passed while also helping to enhance the quality of care for people throughout our region.

When a memorial gift is received, the Vernon Health Foundation sends a letter to the family of the individual being honored, and we include their name on the lobby TV monitors in the Viroqua Clinic and Hospital. Gift amounts remain confidential.

Individuals who were memorialized between September 2, 2024, and September 30, 2025, are listed below.

Rolando Macasaet, MD  
Murray Kutcher, MD  
Blaine & Carol Rudrud  
Paul Jacobson  
Audrey Bakkestuen  
William Bula  
Andrew Martin  
Robert "Bob" Hoffland  
Brenda Koth  
Ron Paulsrud  
Ashley Strasser  
Jacob Menn  
Eunice Hillman

Mary Lou Robertson  
Joanne Swanson  
Kerry Hall  
Larry Mahan  
Dave Dregne  
Frances Bekkedal  
Joan Anderson  
Matt Keenan  
Tim O'Connor  
Lois Tryggestad  
Favorite Aunt Frances  
Dana Hoff  
Caroline Sheldon

Shirley Leer  
Ione Hauser  
Elaine Baxter  
Ruth Ann Clark  
Doris Thompson  
Rita Stalsberg  
Kevin McGuire  
Sherman Erlandson  
James P Mack  
Doris K Thompson  
Monica Swiggum  
Joan Everson  
Charlene Newman

**Gifts can be made by visiting our website at [vmh.org/foundation](http://vmh.org/foundation) or by scanning the QR code below. There are many ways to give, and every gift helps strengthen the care we provide. For a full list of giving options, or to learn more, please call Nicole Hall at 608-637-4374.**



**[vmh.org/community/vmh-foundation](http://vmh.org/community/vmh-foundation)**

**A gift from your IRA, DAF, or trust can also support our mission and may provide tax advantages.**



NONPROFIT ORG  
US POSTAGE  
PAID  
VIROQUA WI  
PERMIT NO 102

**Vernon Health**  
507 South Main Street  
Viroqua, WI 54665

General Info: (608) 637-2101

