

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 FOUNDATION

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.



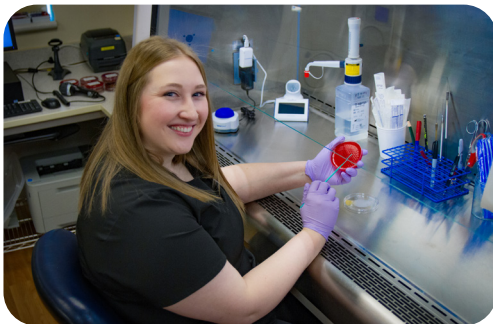
## Films on the Field: A Night of Community and Connection

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



## 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	Susanne Mlsna, APNP	Mona Bader, RN
Jeffrey Lawrence, MD	Andrew Nahas, OD	Surgery Team –
Alexa Colburn, FNP	Bonnie Davidson, MD	Orthopedics
Andrew Lehman, MD	Brian Woody, MD	Physical Therapy
Erin Swiggum, APNP	James DeLine, MD	Department
Joe Willis	Deb Prior, MD	Infusion Team
Sara Christianson	Katie Williams, MD	Cardiac Rehab Unit
Troy McKay, OD	Neil Lonergan	Emergency Department
Martin Erlandson, DO	Sara Mack	
Michael Kalinosky, MD	Jon Radcliffe, DO	

## 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	Mary Lou Robertson	Shirley Leer
Murray Kutcher, MD	Joanne Swanson	Ione Hauser
Blaine & Carol Rudrud	Kerry Hall	Elaine Baxter
Paul Jacobson	Larry Mahan	Ruth Ann Clark
Audrey Bakkestuen	Dave Dregne	Doris Thompson
William Bula	Frances Bekkedal	Rita Stalsberg
Andrew Martin	Joan Anderson	Kevin McGuire
Robert "Bob" Hoffland	Matt Keenan	Sherman Erlandson
Brenda Koth	Tim O'Connor	James P Mack
Ron Paulsrud	Lois Tryggstad	Doris K Thompson
Ashley Strasser	Favorite Aunt Frances	Monica Swiggum
Jacob Menn	Dana Hoff	Joan Everson
Eunice Hillman	Caroline Sheldon	Charlene Newman

## 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 can be made by visiting our website at [vmh.org/foundation](https://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](https://vmh.org/community/vmh-foundation)

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



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