



OUR MISSION:

To promote the Winona area as a viable year-round travel destination for leisure, business and arts tourism, thereby generating greater economic impact for the city and other tourism stakeholders.

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PAT MUTTER, EXECUTIVE DIRECTOR

MARY FARRELL, VISITOR SERVICES COORDINATOR

VISIT WINONA OFFICE

160 JOHNSON ST.
P.O. BOX 1069

WINONA, MN 55987-3434

1 (800) 657-4972 OR
(507) 452-0735

INFO@VISITWINONA.COM
WWW.VISITWINONA.COM

WINONA VISITORS CENTER

924 HUFF ST.
WINONA, MN 55987
(507) 452-2278

OPEN

JAN. - MAR. & NOV. - MID DEC.

FRI. & SAT. 9 AM - 5 PM

APRIL - OCT.

MON. - SAT. 9 AM - 5 PM

SUN. 11 AM - 4 PM

VISIT WINONA,
HISTORIC ISLAND CITY

FROZEN RIVER FILM FESTIVAL

The Cure for Cabin Fever!

By **KATHY PETERSON**

Theatre du Mississippi will present the fifth annual Frozen River Film Festival from Jan. 27 through Jan. 31 on the campus of Winona State University.

FRFF is the largest wintertime documentary film festival in the upper Midwest, with last years' attendance at the four-day event topping 2,400.

Since 2006, festival attendance has increased 200 percent. This year an unprecedented 58 films will be offered, plus workshops, speakers, outdoor activities and a downtown fringe festival.

Among the diverse film choices are the stunning **"Mustang: A Journey of Transformation,"** a film about the mustangs of the Himalayas, **"Reclaiming Their Voices,"** which reports on the heightened political involvement of Native American peoples, **"How to Save a Fish From Drowning,"** a film about poor small-town fisherman facing a changing industry, and **"Genghis Blues,"** which tells the story of blind American blues musician who travelled to a remote area of Asia to learn an ancient tradition. Some trailers can be viewed by visiting the festival Web site.

New this year is the Friday afternoon and evening "Fringe Festival." In 25 different businesses and locations in downtown Winona, there will be special events such as live music, poetry readings,

This year an unprecedented 58 films will be offered, plus workshops, speakers, outdoor activities and a downtown fringe festival.



Author Derrick Jensen is among the notables featured at this year's festival.

dance, food tastings, caricatures drawn while you wait and much more.

"We especially want to bring our audience from out of town to Winona's local businesses and cultural attractions," said Crystal Hegge, the festival's creative director. "This is an expansion of the festival from the WSU campus into the broader community. We're very excited about it."

Known for its stellar speakers, this year's festival is continuing that tradition

with notables such as author Derrick Jensen, Cathy Wurzer of Minnesota Public Radio and Jean Ferraca of Wisconsin Public Radio.

Ferraca will open the festival Thursday evening with a talk about the local food movement and the showing of the film "Tableland."

Jensen is a nationally renowned author, farmer and activist whose works discuss respect for the land, indigenous peoples, the natural food cycle and the

implications of undervaluing those resources. He will appear Saturday evening.

The founding themes of FRFF are the environment and sustainability, adventure sports and exploration of indigenous world cultures. This year the emphasis on the locavore movement continues with a winter farmers market and a return of the organic buffet that was so popular at last year's festival. Several workshops will also fit the locavore theme.

As always, Organic Valley chef Monique Janet Hooker will create delicious winter dishes with organically grown ingredients. New for 2010 will be the topics of permaculture and food drying.

The Science Learning Center Atrium will again be the festival "hub" where onsite ticket sales, information table and food sales will be located.

Fitting in with the WSU campus-wide sustainable foods initiative, the atrium will be filled with local food and agriculture-related displays all day Saturday; artists and vendors with environmentally friendly products and services will be in the atrium all day Sunday.

Other events include the popular "Meltdown Party" on Saturday night, arranged by the students in WSU's Frozen River Club, and adrenaline night film sets from 10 p.m. to midnight at WSU's West Campus and Saint Mary's University.

Ticket passes for the festival are available for purchase in the Great River Shakespeare Festival office, 79 E. Third St., beginning Jan. 4, from 11 a.m. to 4 p.m. Monday through Thursday. Passes are \$50 for the best value, all-inclusive Big Muddy Pass, \$40 for the Headwaters Pass and \$35 for the Backwaters Pass.

For all festival information and the complete festival schedule, go to www.frff.org.

Don't miss Winona's premier winter event!



"Underground Railroad Theatre: Are you Ready My Sister"

Saint Mary's University Page Theatre Events

By **DEB NAHRGANG**

When: Jan. 15 at 6:30 p.m.

What: "Underground Railroad Theatre: Are You Ready My Sister"

Tickets: Adults \$12, Seniors and Students \$5

The story of how Harriet Tubman helped free 300 slaves

This historical adventure story of the "great conductor" of the Underground Railroad – and the Quaker women who helped her bring 300 slaves to freedom – features live music based on spirituals of the time, dramatic scenes and audience participation.

The set, a giant patchwork quilt, unfolds the story; each square of the quilt comes to life with shadow puppets and illuminated scenery.

When: Jan. 26 at 7:30 p.m.

What: Moscow Festival Ballet: Giselle

Tickets: Adults \$27, Seniors and Students \$25, Student Rush \$10

Preshow dinner available

A classic story told by one of the world's greatest dance companies

Giselle is a story of love, betrayal, madness, revenge and forgiveness. It is the story of a pure and innocent peasant girl who

is jilted by a rich nobleman.

Driven mad by the experience, she dies and enters the graveyard world of ghosts of vengeful brides betrayed by undeserving suitors.

The role of Giselle is one of the most sought-after in all of ballet because it requires technical perfection, outstanding grace, lyricism and great dramatic skill.

For tickets, call the box office at (507) 457-1715 or order online at

www.page.theatre.org.

You may also order by e-mailing tickets

@smumn.edu. Box office hours are 10 a.m. to 6 p.m.



SMU 10K citizens classic ski is Jan. 31 at Saint Mary's University

By **DEB NAHRGANG**

Saint Mary's University is inviting the public to the annual "SMU 10K" classic ski event Sunday, Jan. 31.

"We're very fortunate to have an excellent trail system here that is both scenic, as well as challenging," said Chris Kendall, vice president for student development. "And this year we actually have snow, thanks to our new snow-making capabilities as a

result of a partnership with the Winona Ski Club."

The classic-style citizens ski event will be held at Saint Mary's University, home to one of the region's finest cross country trail systems. The trails wind through the bluffs and valleys above the Mississippi River. New trails along Gilmore Creek have been added this year.

The event is open to all individuals, with a mass start slated for 1 p.m.

Onsite registration will begin at 11 a.m. at the SMU Toner Student Center. The cost is \$10, which includes a souvenir race bib and a completion medal. Medals will be awarded for men and women in open and recreational classes.

For more information or to receive a registration form, call Davey Warner at (507) 457-8740. Saint Mary's University is located on Hwy. 14, one mile west of Hwy. 61 in Winona.

Visit Winona JANUARY

Through Jan. 9 Smith Holiday Exhibit. Minnesota Marine Art Museum. 800 Riverview Drive. www.minnesotamarineart.org (507) 474-6626

Through Jan. 16 Betsy Bowen Retrospective Woodcuts. Minnesota Marine Art Museum

Through Feb. 10 Famous Names and Places. Minnesota Marine Art Museum.

12-March 20 River Livin': Artists Favorite from the Leo Smith Collection. Minnesota Marine Art Museum.

15 Underground Railroad Theatre: Are you Ready My Sister? SMU Page Theatre. 6:30 p.m. www.pagetheatre.org. Box Office. (507) 457-1715

16 Golden Eagle Field Trip. Whitewater State Park. (507) 932-3007, ext. 0

19-March 11 The Shell Game: Clam Fishing and the Pearl Button Industry on the Upper Mississippi River. Minnesota Marine Art Museum.

23 MN Beethoven Festival. Emerson String Quartet. SMU Page Theatre. www.mnbeethovenfestival.org

26 Moscow Festival Ballet: Giselle. SMU Page Theatre. 7:30 p.m.

27-31 Frozen River Film Festival: WSU. www.frff.org

27 Lyceum: Rebecca Ruggles Radcliffe. WSU Somesen Hall.

31 Classic 10K Ski Event at Saint Mary's University. www.smumn.edu

Happy New Year!

Check out Getaway Packages on our Web site
www.visitwinona.com



The Shell Game: Clam Fishing and the Pearl Button Industry

By **BETSY MIDTHUN**

“The Shell Game,” a historical view of clam fishing and the pearl button industry on the Upper Mississippi River, will be on display from Jan. 21 to April 11 at the Minnesota Marine Art Museum.

On loan from the Bell Museum of Natural History, University of Minnesota, “The Shell Game” tells the story of 100 years of clam fishing in the Mississippi, beginning when John Boepple, a German immigrant, convinced skeptics that freshwater mussels were ideal for making buttons.

Boepple’s success with pearl buttons spawned factories up and down the Mississippi and its tributaries.

By World War II, however, the advent of plastic buttons and depleted resources signaled the end of pearl buttons.

The pearl has been treasured for ornamentation since ancient times and Native Americans of the Upper Mississippi River Valley were wearing pearls in necklaces and other ornaments

when the early French explorers arrived.

The pearls came from freshwater mussels or clams found in the Mississippi and other rivers and streams. They were most likely found while using the mussel for food and the shells for tempering pottery.

The display will also show how the mussel is an interesting creature in its own right. A simple creature with a unique ability to produce magnificent pearls, the mussel has a colorful past and is an integral part of the fascinating history of the river.

The exhibit will also include artifacts from the Winona and Wabasha County Historical Societies and photos courtesy of the Minnesota and Wisconsin Historical Societies.

During January and February the museum will be open 10 a.m. to 5 p.m. Thursday through Saturday and 11 a.m. to 5 p.m. Sunday. The museum is located at 800 Riverview Drive, Winona. For more information, call (507) 474-6626 or visit www.minnesotamarineart.org.

Minnesota Beethoven Festival features Emerson String Quartet

By **CAROLINE KIRK**

The Emerson String Quartet, internationally recognized as one of the world's finest chamber ensembles, makes its Minnesota Beethoven Festival debut at 7:30 pm. Saturday, Jan. 23, at Saint Mary's University's Page Theatre.

“We are very excited to offer a special concert by the Emerson String Quartet,” said Artistic and Managing Director Ned Kirk. “The Quartet is performing over 90 concerts throughout the world this season. We are lucky enough that one of those concerts gets to be in Winona. It’s a rare opportunity.”

After more than three decades of extensive touring and recording, the Emerson



String Quartet continues to perform with the same benchmark integrity, energy and commitment that it has demonstrated since it was formed in 1976. The quartet’s list of achievements includes

30 acclaimed recordings, eight Grammy awards, three Gramophone awards and the Avery Fisher Prize.

Tickets are \$25 for adults and \$17 for students and senior citizens. Tickets are avail-

IF YOU GO

When: Jan. 23
What: Emerson String Quartet
Where: Page Theatre, Saint Mary's University (reserved seating)
Time: 7:30 p.m.
Program: Schubert Quartet in E-Flat Major, D. 87; Janacek String Quartet No. 2, “Intimate Letters”; Beethoven String Quartet in E-flat Major, Op. 127

able through Saint Mary’s University Performance Center box office. To purchase tickets or for more information, call (507) 457-1715 or visit www.mnbeethovenfestival.org.

WSU LYCEUM SERIES WITH REBECCA RUGGLES RADCLIFFE

By **KATHY PETERSON**

What: Handling Stress, Finding Joy, Finding Peace
When: Wednesday, Jan. 27, at 7:30 p.m.
Where: Somsen Auditorium



Radcliffe

Author and consultant Rebecca Radcliffe is an innovative and insightful speaker from Minneapolis who specializes in key trends that shape our future, strategic communications and inspiring leadership. We are living and working in a time of rapid global change, super stress, longer lives and financial unknowns. The problems — climate change,

globalization, economic disparity, limited resources and increased violence — need our creative and visionary thinking to develop solutions. Her approach fits nicely into the Lyceum theme for 2009-10, “Nourishing the Mind, Body and Soul.”

Radcliffe is the author of several books, including “Dance Naked in Your Living Room: Handling Stress and

Finding Joy,” “About to Burst: Handling Stress and Ending Violence — A Message for Teens,” “Enlightened Eating: Understanding and Changing Your Relationship With Food,” “Finding Body Peace: A Journey of Self-Acceptance,” “Hot Flashes, Chocolate Sauce, and Rippled Thighs: Women’s Wisdom, Wellness, and Body Gratitude.”

The Winona Visitors’ Center is open 9 a.m. to 5 p.m. Fridays and Saturdays through the end of March.

We are closed the first weekend of January.

Follow us on Facebook and join us on Twitter.

Check out the new podcasts on our

Web site at www.visitwinona.com.



EMT EXPRESS

E-NEWS FROM EXPLORE MINNESOTA TOURISM

NEW ADVERTISING OPPORTUNITY FROM EXPLORE MINNESOTA: Beginning this month, Explore Minnesota Tourism is offering advertisers the opportunity to place electronic graphic ads within monthly e-newsletters sent out to approximately 350,000-400,000 monthly recipients.

These will include current EMT opt-ins as well as purchased qualified lists of people who have opted in to receive travel information.

The ads will be 190 pixels wide by 150 pixels tall. No more than three ads will be sold per monthly issue. Sales are first-come, first-served. The newsletters go out the second Tuesday of each month. The first edition with advertising will go out Jan. 12.

Costs are \$800 for one month, \$750 per month for two months and \$700 per month for three or more months.

This new offering provides advertisers a very low-cost vehicle to pro-actively market lodging, events, attractions and other tourism opportunities to a qualified list in a timely manner.

If you are interested in this opportunity, contact David Bergman at david.bergman@state.mn.us 888-563-7777, or (218) 681-0997.

NEW STUDY REVEALS POPULARITY OF U.S. CULTURAL AND HERITAGE TRAVEL:

A recent research study reveals that 78 percent of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling, translating to 118.3 million adults each year. With cultural and heritage travelers spending an average of \$994 per trip, they contribute more than \$192 billion annually to the U.S. economy.

Cultural and heritage travelers as a whole are more frequent travelers, reporting an average of 5.01 leisure trips in



2010 EXPLORE MINNESOTA TOURISM CONFERENCE

What: "Achieving Success in the 'New Normal'"

When: Jan. 26-27

Where: Cragun's Resort — Brainerd

There is no doubt that the travel marketplace has changed, and the phrase heard describing the change is "the new normal."

So what does this new business climate look like and how do we respond to travel changes to achieve success now and moving forward?

For more information, go to www.industry.exploreminnesota.com.

Contact Gayle Junnila at (651) 757-1852 or gayle.junnila@state.mn.us if you have questions.

the past 12 months versus non-cultural/heritage travelers with 3.98 trips.

The study was conducted by Mandala Research for the U.S. Cultural & Heritage Tourism Marketing Council, in conjunction with the U.S. Department of Commerce. Heritage Travel Inc., a subsidiary of The National Trust for Historic Preservation, and its Web site www.gozaic.com was lead sponsor of the study.

For more information about the study or to purchase a final report, please contact Laura Mandala at laura@mandalaresearch.com or (703) 798-5452.

Check out this sampler of Whitewater State Park Activities for Winter 2010

By **DAVE PALMQUIST**

Whitewater State Park is one of Minnesota's most popular parks. It is a classic Blufflands' park with limestone cliffs, hardwood forest and cold-water streams. The park has recovered from the flood of 2007.

Whitewater State Park is located halfway between Rochester and Winona on Highway 74 north of St. Charles. Next to the park is the Whitewater Wildlife Management Area. Together these two large pieces of public land provide a rich natural resource base for diverse educational and recreational activities.

The park's interpretive services use local natural and cultural resources to tell stories of the valley and the watershed.

The activities are designed to stimulate interest, understanding and appreciation of the area's resources and how they relate to wider environmental issues. Most activities are just one session, require reservations and begin in the park at the Whitewater Valley Visitor Center. Many activities introduce outdoor recreational skills.

There is no charge for most activities, but state park vehicle permits are required. The permits, available at all state park offices, cost \$5 for one day, \$25 for a regular annual and \$12 for a handicap annual. To reserve your spot in Whitewater's classes, call the park during weekday business hours at (507) 932-3007, extension 0.

Winter Trout Fishing — Trout fishing in winter provides some of the highest-quality trout



Ice cutting at Whitewater State Park

fishing in the Blufflands. Winter angling in winter is different from summer's. Streams are different, especially after the flood of 2007, and so are trout. Join DNR fisheries personnel and winter fishing experts for this activity that will provide you with an understanding of trout streams in winter. (Participants will not be fishing during the activity.)

Saturday, Jan. 9, from 1 to 3 p.m. Meet at the park's visitor center.

Golden Eagle Count Field Trip — Each year golden eagles winter in the blufflands of southeastern Minnesota and southwestern Wisconsin. On this field trip, we will visit areas near Whitewater State Park where we are likely to see golden eagles. Everyone interested in eagles is invited to participate. A wood fire will be burning, and treats and hot beverages will be provided at the park's visitor center. This activity is

To reserve your spot in Whitewater's classes, call the park during weekday business hours at (507) 932-3007, ext. 0.

part of an area golden eagle survey.

Saturday, Jan. 16, from 10 a.m. to noon. Meet at the park's visitor center. Call during weekday business hours at (507) 932-3007, ext. 0, for additional information and reservations.

Historic Ice Harvest Demonstration — A century ago, before rural electrification and refrigerators, ice was cut each winter to cool iceboxes in the coming year. After the ice was cut, it was stored in icehouses insulated by sawdust. Discover this piece of the past while ice is cut and moved off Whitewater State Park's

beach. Authentic tools such as ice saws and tongs will be used. Want to give it a try?

Saturday, Jan. 23, from 1 to 3 p.m. Meet at the park's visitor center.

Moonlight Snowshoeing — Explore the quiet beauty of a winter night in the Whitewater River Valley. Under a nearly full moon, snowshoeing is a special treat! Short readings from Thoreau, Frost, and Leopold will be read by moonlight. Participants are encouraged to bring a favorite poem or short story about this beautiful season. Snowshoes are provided. Hot drinks and cookies will follow the outing. If snow depth does not allow for snowshoes, the activity will be done on foot.

Friday, Jan. 29, evening. Meet at the park's visitor center. Call during weekday business hours at (507) 932-3007, ext. 0, for exact time, additional information and reservations.