

Annunciation of the Blessed Virgin Mary Parish



Hello friends,

This next weekend we'll be hosting one of the *Rebuild my Church* initiative's listening sessions in Viroqua after the 10:30 Mass. In case that session doesn't work out for you, Eastman will be hosting one later that evening (7:00 PM), Keyesville on September 10, at 6:30 PM, Hillsboro on October 2, at 6:00 PM, and in La Crosse Blessed Sacrament on October 16, at 6:30 PM, Mary Mother of the Church on October 19, at 1:00 PM, and St. Patrick in

Onalaska on October 21, at 6:30 PM. I hope one of those options works out with your schedule – it might be a matter of Mom or Dad staying home while the other represents the family, etc.; but if you are at all able to make a session, I would love for you to hear from Fr. Derek and for the Diocese (represented by Fr. Derek and his team) to hear from you.

In the meantime, allow me to open up the structure behind this whole movement. We've been sparked by some very tangible needs (declining numbers in the priesthood and the pews, aging longtime parishioners, demographic shifts, etc.), but I have been very pleased by the opportunity the Bishop, Fr. Derek, et al. have noticed to ask the bigger question: "but what do *You* want for Your Church, Lord?" This big picture work has opened up a general awareness of our need for *vitality*, marked by seven primary indicators. I may share these in my homily this weekend too, but whether I do or not I find it handy to see and hear things from a few different angles. So without further ado, the Seven Indicators of Vitality:

1. **Vibrant Sunday Mass:** Dignified worship that inspires both old and new members
2. **Stable and Healthy Leadership:** Strong relationships with collaborative leaders bearing fruit over time
3. **A Culture of Discipleship:** Prayerful and committed followers of Jesus
4. **A Culture of Accompaniment:** New members readily welcomed and worked with
5. **Missionary Outreach:** Reaching out beyond ourselves to serve and invite
6. **Faith Formation:** Helping all ages grow in knowledge and love of Christ
7. **Stewardship:** Recognizing each person's uniqueness so that all can share gifts generously

(continued on page 2)

August 31, 2025
22nd Sunday in
Ordinary Time

Readings are in the hymnal,
#1157

Eucharist

Saturdays - 6:30 PM

Sundays - 10:30 AM

Wednesday - 5:15 PM

Fridays - 8:00 AM

Livestreaming Mass

www.facebook.com/StMarysCoonValley

Diocese of La Crosse

Televised Mass on

Channel 19, Sunday, 9:30 AM

Pastoral Visits:

Please contact the parish office if you or a loved one is in need of a pastoral visit.

Let us know if you would like to be remembered in our parish's public prayers.

Baptism

Call the parish office for information and scheduling.

Confession

Sat. 5:45 PM, Sun. 9:45 AM,
Wed. 5:45 PM during Adoration

Rosary:

The Holy Rosary is prayed 30 minutes before all Masses

Eucharistic Adoration

1st Friday each month after Mass

Benediction at 10 AM;

Every Tuesday 4:30 PM in CV

Every Wednesday 5:45 PM

Giving:

On-line -

<https://diolc.org/annunciation-of-the-blessed-virgin-mary-parish-viroqua>

Parish Offices

OPEN: MTWF- 8 AM-4 PM

Parish Website www.stmaryviroqua.org; Parish Fax (608) 299-3721

Father Joseph M. Richards, Pastor, (608) 606-9787; Deacon Tony Shay; Diana Hernandez-Torres, Sacristan

Pat Obernberger, Coordinator of Ongoing Formation, stmaryformation@mwt.net; (608) 637-7711

Beth Laurdan, Music Director, stmaryparish@mwt.net; (608) 637-7711; Tom Leis, Librarian, saintmaryparishlibrary@gmail.com

Fran Campbell, Secretary/Bookkeeper, stmaryparish@mwt.net, (608) 637-7711; Parish Kitchen (608) 637-7878

400 Congress Avenue, Viroqua, WI 54665

August 31, 2025

(continued from page 1) My friends, Jesus is opening up some very curious work in His Church. These indicators might be a good benchmark for us to hold onto in our own parishes with anything programmatic, relational, and liturgical we do, asking the question “How are You drawing us into new life, into vibrant discipleship, Lord?” If we approach this right, I think we’ll see opportunity in this, we’ll see grief, we’ll see hope, and we’ll see the Holy Spirit moving. I invite you to join me in an overall attitude of curiosity, letting the Lord lead us down the road one illuminated step at a time.

God bless you,

Fr. Joe

Hello Parish Family!

Catechesis of the Good Shepherd, our Montessori-based early childhood program, will be starting up again in mid-October. We started this program last year with two Level 1 (age 3-6) sessions per week, and it went beautifully. The Holy Spirit was abundantly present in each session, and being a witness to our Lord working so closely in the hearts of the children was a gift that I continue to treasure daily. He really does love His little ones with great tenderness!

This year, we are expanding our program by adding two weekly Level 2 (age 6-9) sessions, and possibly a third Level 1 session if the need arises. If you are interested in having your child involved in this hands-on experience of prayer and catechesis, or if you're wanting to learn more about the program itself for curiosity's sake, please contact me either after Mass, by email (zadow2021@gmail.com), or by text/call (608-792-4872). God bless you, and thank you for your prayers and support for the little ones in our parish. Carly Zadow



Town Hall Meeting – Your Presence Needed!

This fall, Bishop Battersby is inviting all of us to begin a serious process of renewal and conversion, personally and institutionally, throughout the Diocese of La Crosse. You are invited to attend a 90-minute session at a location near you. A team will travel to facilitate 40 of these, inviting all of us to share in the first steps of what will be an extended process of strategic and pastoral planning. Our closest option will be in Viroqua at noon on Sun, Sept 7, or in Keyesville at 6:30pm on Wed, Sept 10. Look for the Rebuild My Church brochures for more information, along with the website where you can sign up: www.dioc.org/rebuildmychurch

We are planning **two Little Rock Scripture Studies** this fall, marking the start of our third year of this type of Bible study. The first is a six session study of **The Holy Spirit in the Bible**. The second is just three sessions, **perfect for Advent: The Infancy Narratives**. We will be offering sessions on Thursday evening and Friday morning for both studies. Holy Spirit starts October 2 and 3 and ends on November 13 and 14, taking a break in the week of the Fall Benefit. The Infancy Narratives will begin December 4 and 5 and end on December 18 and 19. Sign up for either or both!

The Little Rock Scripture Study program uses Roman Catholic biblical scholarship in a program that helps Catholic adults read, study, pray, and live the Word of God. Past participants have found it has given them a new perspective on the life of Christ, and built their community among other parishioners.

As a participant, you receive LRSS materials (suggested donation of \$18) that include the scripture readings for each meeting, commentary on the Scriptures by Catholic biblical scholars, and study questions. You’ll *(continued on page 4)*

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FINANCIAL REPORT

Week of Aug. 11-24, 2025

Offertory: \$4,290.00

Total: \$4,290.00

Needed Weekly: \$4,600.00

July E-gifts: \$2,929.93

THANK YOU!

Ministry Schedule

Sat., Sep. 6, 6:30 PM

Gladys Jacobson Eucharistic Minister

Reid Fisher Altar Server

Lane Fisher Altar Server

Dan Kiedinger Lector

Sun., Sep. 7, 10:30 AM

Matthew Tubbin Eucharistic Minister

Sasha Scoville Altar Server

Royce Scoville Altar Server

Stephen Lambert Lector

If not able to serve as scheduled, please request a sub through MSP. Thank you!

MASS INTENTIONS

Saturday, 30 August, 6:30 PM +Mike Culek

(Patricia Rubasch)

Sunday, 31 August, 10:30 AM +Ursula Werner

(Sonja Finn)

Wednesday, 3 September, 5:15 PM Fr. Joseph Richards

Friday, 5 September, 8:00 AM Women of the Parish

(PCCW)

Saturday, 6 September, 6:30 PM +Mike Culek

(Roger & Phyllis Krause)

Sunday, 7 September, 10:30 PM +Carl P. & Margaret S. Simon

(Joe Simon)

CHURCH CALENDAR

PCCW CIRCLE FOR AUGUST: ST. BRIDGET

PCCW CIRCLE FOR SEPTEMBER: ST. ANTHONY

Monday, 1 September, Parish Office Closed in observance of Labor Day

Wednesday, 3 September, 10:00 AM-12:30 PM St. Mary's Quilters in

Marian Hall

Friday, 5 September, First Friday Adoration following Mass

Sunday, 7 September, 12:00 PM *Rebuild My Church* Listening Session in

Marian Hall

Our Lady of Fatima's Special Request: The First Saturdays Devotion Some of our parishioners are doing this devotion to finish the Jubilee Year off strong. If interested in joining us as we approach this first Saturday in September, here is the set of four practices to be fulfilled on five consecutive First Saturdays of the month, with the intention of making reparation to the Immaculate Heart of Mary. These practices are: going to confession (within eight days before or after), receiving Holy Communion, reciting five decades of the Rosary, and meditating for fifteen minutes on the mysteries of the Rosary.

Come one and all to learn about the **formation opportunities and sacramental preparation** for the upcoming year on **September 14, after the 10:30 AM Mass!** Family of Faith is in year four of its four year cycle; and we will have materials to hand out, along with Safe Environment grade appropriate training. CGS is growing with a second level atrium, and we will continue to promote Bible studies for all ages. Keep an eye on bulletin calendars and send an Email to stmaryformation@mwt.net if you have any questions.

• **Sunday, September 14th: After the 10:30 AM Mass in Viroqua**

• **Sunday, September 21st: After the 8:00 AM Mass in Coon Valley**

It's time to register the whole family for our upcoming formation programs!

Program

Catechesis of the Good Shepherd (CGS) Atrium I

Catechesis of the Good Shepherd (CGS) Atrium II

Blessed First Reconciliation

Blessed First Communion

Family of Faith (FoF)

Encounter: Bible Timeline

Decision Point

Confirmation Preparation

Bible Study for Sunday Gospel Preparation

Little Rock Bible Study (6 & 3 session options)

Order of Christian Initiation of Adults (OCIA)

Contemplative Reading Group

Age

3-6

6-9

Gr 2-5

Gr 2-5

K-Gr 9

Gr 6-8

Gr 9

Gr 10-12

Gr 11+

Gr 11+

Adult

Adult

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(continued from page 2) read each week's lesson ahead of time, and discuss with a small group the questions associated with that week's lesson. We typically end with a 20 minute video lecture by a scripture scholar that summarizes and deepens what we've learned. We take 90 minutes for each meeting.

If you'd like to join us, email or text Melanie Halvorson (melhalvor@gmail.com or 312-315-9048) with your name, email and telephone number, and the studies and session days in which you are interested. If you have questions, contact Neil Lonergan at 608-692-1085 or nlnrgn@chorus.net. We'll have more details in future announcements.

Please join us.

The **contemplative reading group** is gathering on **September 21, 2025**, in the parish library to discuss *The Interior Castle - St. Teresa of Avila* translation by Mirabai Starr.

Pastoral Council Members

Kris Brueggen
Phyllis Krause
David Hall

Cathy Poshepny
Jenny Leum
Dcn. Tony Shay

Dennis Vinger

Our Pastoral Council is here to serve. They help us discern the needs of our community and the call of the Spirit in our time. If you wish to speak with a Council member about your concerns, please contact the parish office - 608-637-7711 or stmaryparish@mwt.net.

LDCCW SHARE SHOP - Saturday, September 20, 2025, at Our Lady of Guadalupe Shrine, La Crosse
FREE admission; 9:30 AM registration OR to register, email kay@pmcmgmt.com or call/text 608-780-0485.
(see gathering space bulletin board for more information)



Estate Planning, Probate, Trust, and Litigation
608-784-1605; Scott@lacrosselaw.com



Kickapoo Counseling

110 N. Main Street
Westby, WI 54667
608-634-2365

info@kickapoo-counseling.com

If you would like to advertise on this page, please contact 608-637-7711

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"For everyone who exalts himself will be humbled, but the one who humbles himself will be exalted." ~ Luke 14:11