

# ANNUNCIATION OF THE BLESSED VIRGIN MARY PARISH

Friends,

God bless you all this weekend – I am praying for you from the Wild West as Fr. Emmanuel prays with our folks in Hillsboro and Wonewoc, Msgr. Scheckel with our folks in Coon Valley and Viroqua. I was grateful to work through Matthew 14 with you the last few weekends – that is a very busy ministry day for Jesus and His disciples, and such a beautiful glimpse into His human and His divine heart – the way He acknowledges and loves His people's needs as well as the way He enters into His own humanity.

A quick reminder about the way the readings work – our Sunday lectionary (the book of readings) follows a three year cycle. In Year A (this year) we're rooted in Matthew, Year B in Mark, and Year C in Luke. These three Gospel writers (the "synoptics" for those particularly curious) mostly tell the same story about Jesus, each with their own accent and focus on this or that running theme. This also means that as the year goes on from Advent to Advent we witness just about the whole story of Jesus' life playing out – there is powerful character development in all this.

Anyway, last weekend's Matthew 14 shows a powerful and effective few moments in Jesus' ministry. In this weekend's Matthew 15 there's a major, under-the-radar transition that moves right from the Pharisees raising beef with Jesus into this weekend's scene when, after being rejected by the Jewish leadership (the Pharisees), Jesus turns His attention outward. This is a highly miss-able switch – to this point Jesus' ministry (and just about the whole Old Testament) has been mostly directed toward the Israelite and Jewish people – even when Jesus first commissions the disciples in Matthew 10 He has them start only with the Lord's Jewish people, avoiding Gentile and Samaritan towns. Here comes the very non-Jewish Canaanite woman this weekend, and Jesus' own hard words (read them in the sense of "testing" rather than "scorning") are highlighting the tension of this development from the Gospel being only for a select few to it being for all people.

Just the other day, as I drove through Minneapolis and walked through the airport, it really struck me just how vast the reach of the Gospel needs to be. We're in a strange season of our own development in the Diocese under Bishop Battersby, a "pivot from maintenance to mission" as he calls it. This is all rooted in the Gospel truth that God's Word and salvation is intended for all people, not a privileged few, and that we have a lot of work to do in His service, in hope and joy and diligence. I am so grateful to pray with each and every one of you, and I invite you into the singularly blessed, remarkably necessary work of evangelization. It is for you and I, brothers and sisters, to receive His Word and His grace and to carry Him out with us to the whole world, one soul at a time.

May God bless you and keep you always,  
Father Joe



LE CHRIST ET LA CANANÉENNE  
(CHRIST AND THE CANAANITE WOMAN)  
JEAN GERMAIN DROUAI (1763-1788)

**AUGUST 16, 2026**  
**20TH SUNDAY IN**  
**ORDINARY TIME**

*Readings: Gather Hymnal #1149*

## **Eucharist**

**Saturdays** - 6:30 PM

**Sundays** - 10:30 AM

**Wednesday** - 5:15 PM

**Fridays** - 12:10 PM

## **Livestreaming Mass**

[www.facebook.com/StMarysCoonValley](http://www.facebook.com/StMarysCoonValley)

## **Diocesan Televised Mass**

Channel 19: Sunday, 9:30 AM, Livestream:

Diocesan Facebook page.

## **Pastoral Visits:**

Please contact the parish office if you or a loved one is in need of a pastoral visit or if you would like to be remembered in our parish's public prayers.

## **Baptism & Marriage:**

Call the parish office for information and scheduling.

## **Confession:**

**Sat.:** 9:30 AM during Adoration

& 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 Fridays:** after Mass

*Benediction at 1:30 PM;*

**Tuesdays:** 4:30 PM in CV

**Wednesdays:** after Mass

*Benediction at 6:30 PM*

**Saturdays:** 9:30 AM

## **Online Giving:**

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

## **Parish Office:**

400 Congress Avenue,  
Viroqua, WI 54665

## **HOURS:**

**MTWF:** 9 AM-3 PM

**Thursday:** 11 AM-3 PM

**Website:** [www.stmaryviroqua.org](http://www.stmaryviroqua.org)

**Office:** 608-637-7711

**Fax:** (608) 299-372

**Father Joseph M. Richards, Pastor** (608) 606-9787;

**Father Emmanuel S. Famiyeh, Associate Pastor** (608) 604-1413; **Deacon Tony Shay;**

**Carlene Zadow, Parish Secretary,** [office@abvmviroqua.diolcparish.org](mailto:office@abvmviroqua.diolcparish.org); **Catechesis of the Good Shepherd Director,** [cgs@abvmviroqua.diolcparish.org](mailto:cgs@abvmviroqua.diolcparish.org);

**Fran Campbell, Bookkeeper,** [office@abvmviroqua.diolcparish.org](mailto:office@abvmviroqua.diolcparish.org); **Pat Obernberger, Parish Activities Coordinator,** [cre@abvmviroqua.diolcparish.org](mailto:cre@abvmviroqua.diolcparish.org);

**Beth Laurdan, Music Director,** [musicdirector@abvmviroqua.diolcparish.org](mailto:musicdirector@abvmviroqua.diolcparish.org); **Cole Hewitt, Maintenance,** [maintenance@abvmviroqua.diolcparish.org](mailto:maintenance@abvmviroqua.diolcparish.org);

**Diana Hernandez-Torres, Sacristan;** **Megan Prorok, Church Decorator,** [prorokmegan@gmail.com](mailto:prorokmegan@gmail.com); **Tom Leis, Librarian,** [saintmaryparishlibrary@gmail.com](mailto:saintmaryparishlibrary@gmail.com)

# AUGUST 16, 2026

## Well Read Mom:

There's still time to join Well Read Mom! We will be meeting on the **2nd Saturday morning of each month** from **September through June** to explore the theme Year of the Woman with fabulous books. Membership is open to women from all stages of life who are interested in reading great literature and growing in friendship. Our first meeting will be **September 12 from 9:30-11:30am**. Check out [wellreadmom.com](http://wellreadmom.com) or contact Rebecca Kimmet at (608)444-6844 or [rjkimmet@gmail.com](mailto:rjkimmet@gmail.com) for more information.

## Back-to-School and Birthday Bash

To celebrate the start of the new school year (and Father Matthew Bowe's birthday), please join the Tri-Parish of Cashton & Norwalk for a Bash **after the 10:00 a.m. Mass at Sacred Heart in Cashton on Sunday, August 30th**. This is an open-to-all event--the more the merrier! A potluck lunch will be served until noon, and kickball and bingo will occur in the School backyard beginning at noon. This is open to **all families of all parishes** and will be a great opportunity for community building, *especially now that both Viroqua and Coon Valley parishes are represented by families at Sacred Heart Catholic School!* Let us come together for fellowship, food, and fun.

## Paper Drive for St. Charles & Sacred Heart Schools:

The Viroqua & Coon Valley PCCWs are hosting a **Paper Drive** benefitting St. Charles Catholic School in Genoa and Sacred Heart Catholic School in Cashton. The drive will run throughout the month of August. You will find a labeled box in the entryway of each church for you to place your donations in. The schools are looking for **kleenex, paper towel, toilet paper, and printer paper**. If you feel called to contribute financially, please place your monetary donations in the collection basket in an envelope labeled "School Paper Drive." The monies will be split 50-50 to each school. Thank you for your prayerful, generous giving! Please contact the Parish Office with any questions.

## PCCW Meeting:

The PCCW will be meeting **Thursday, August 20th at 5:15pm** in the pie room (the room behind the parish kitchen). There will be a report from the steering committee, along with planning out the Fall Dinner. *All women in the parish are welcome!* We will pray the **rosary** in the church at **4:30pm** prior to the meeting for anyone who would like to participate

## Upcoming Parish Office Hours:

Both Fran and Carly will be out of town from **Monday, August 17 to Friday, August 21**, Fran on PTO, Carly up in Wausau to help with a CGS training. Fran will be popping in Monday morning to complete weekly money counting as usual, but will be off for the rest of the week from there. Pat will be working in the parish office on Wednesday for anyone who might need in-person assistance. *Carly will be checking and responding to voicemails and emails to the parish office remotely throughout the week*, so please either call and leave a message or send an email if you need anything. For urgent matters, you are free to shoot Carly a text message at 608-792-4872, and she will do her best to respond promptly.

### PASTORAL COUNCIL

Kris Brueggen  
Phyllis Krause  
David Hall  
Aaron Kane

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 [office@abvmviroqua.diocparish.org](mailto:office@abvmviroqua.diocparish.org).

### FINANCE COUNCIL

Matt Bomkamp  
Melanie Halvorson  
Rhonda Kiedinger

Paul O'Rourke  
Dale Pertzborn

Our Finance Council assists the pastor in the administration of the parish's financial resources, responsibilities, and building and grounds. It meets regularly to review our income and expenses, to discuss any issues with our facilities, and to draft an annual budget.

# AUGUST 16, 2026

## FINANCIAL REPORT

Week of August 3-9, 2026  
Offertory needed weekly: \$5,800.00

Offertory: \$5,815.00  
June E-gifts: \$2,514.85

Feast of the Assumption: \$35.00

THANK YOU!

## MINISTRY SCHEDULE

### **Sat., August 22, 6:30 PM**

|                  |                      |
|------------------|----------------------|
| Deacon Tony Shay | Eucharistic Minister |
| Barb Ross        | Lector               |
| Will Fisher      | Altar Server         |
| NOT FILLED       | Altar Server         |

### **Sun., August 23, 10:30 AM**

|                  |                      |
|------------------|----------------------|
| Deacon Tony Shay | Eucharistic Minister |
| Megan Prorok     | Lector               |
| Basil Stevenson  | Altar Server         |
| Pearl Stevenson  | Altar Server         |

**If not able to serve as scheduled, please  
contact [bethlakmann@icloud.com](mailto:bethlakmann@icloud.com) to  
request a sub. Thank you!**

### LECTORS & EXTRAORDINARY MINISTERS:

There is still time to volunteer to serve our parish as a regularly scheduled lector or extraordinary minister during weekend Masses. If you feel so called, please sign up on the sheets in the gathering space no later than Sunday, August 30th. There will be more information on scheduling and training in September. Please contact the Parish Office with any questions.

## MASS INTENTIONS

**Saturday, August 15, 6:30 PM - Msgr. Roger Scheckel**  
+ **Harry & Gladys Solakian** (Robert Reich)  
**Sunday, August 16, 10:30 AM - Msgr. Roger Scheckel**  
+ **Mary Ellen Hatton** (Dan & Renae Harter)  
**Wednesday, August 19, 5:15 PM - Father Joe**  
+ **Larry Cina** (Deb Abt)  
**Friday, August 21, 12:10 PM - Father Emmanuel**  
+ **Dick & Tami Effinger** (Patricia Effinger)  
**Saturday, August 22, 6:30 PM - Father Emmanuel**  
**Women of the Parish** (PCCW)  
**Sunday, August 23, 10:30 AM - Father Emmanuel**  
+ **Barbara Vesbach** (Richard Davig)

## PARISH CALENDAR

**Sunday, August 9 (after Mass) - Tuesday, August 18:**  
**Father Joe out of state on vacation**  
**Sunday, August 17 - Friday, August 21:**  
**Fran and Carly out of town - Parish Office closed except**  
**Wednesday. Pat Obernberger will fill in this day. Carly will**  
**be checking phone messages and emails while away - please**  
**don't hesitate to reach out if you need anything.**  
**Monday, August 17:**  
**Girls Bible Study CANCELLED**  
**Tuesday, August 18:**  
**NO SERVICES IN COON VALLEY**  
**Wednesday, August 19: Welcome home, Father Joe!**  
10:00am-12:00pm: **St. Mary's Quilters in Marian Hall**  
6:30pm: **Finance Council Meeting in Library**  
**Thursday, August 20:**  
4:30pm: **Rosary in Church for the PCCW Meeting**  
5:15pm: **PCCW Meeting in Marian Hall**  
**Saturday, August 22:**  
9:30am-10:30am: **Adoration and Confessions** 

## WHAT IS THE WORKS OF CHARITY ACCOUNT?

The Works of Charity Account (which has gone by many names, a couple of which being "Front Door Ministry" and "Custodial Fund") is an account kept entirely separate from where we keep our weekly offertory donations (which is the money we use to keep the lights on, maintain the building/grounds, pay our staff, etc.). This account is used primarily to fund requests that we receive from local community members who are in a crunch and need financial assistance, usually along the lines of paying a utility bill, a month's rent, a trip to the grocery store, or a tank or two of gas. We are often able to meet these requests in cooperation with a couple of our local Lutheran churches. This is where many of our special feast day collections contribute to, such as Saturday's 12:10 Mass for the Feast of the Assumption. If you'd like to learn more about this ministry or are curious about how to support it financially outside of those special collections, please reach out to Father Joe or the parish office.



# AUGUST 16, 2026



An excerpt from the 325<sup>th</sup> meditation in  
“DIVINE INTIMACY:  
MEDITATIONS ON THE INTERIOR LIFE FOR EVERY DAY  
OF THE LITURGICAL YEAR”



By Father Gabriel of St. Mary Magdalen, O.C.D.

When Jesus died on the Cross for us, the redemption of mankind became an accomplished fact. Thereafter, every one coming into this world is already redeemed, in the sense that the precious Blood of Jesus has already merited for him all the graces necessary for his salvation and also for his sanctification. What still remains to be done is the application of these graces to each individual soul; and it is for this that God wishes our collaboration. He wants it so much that He has made the granting of certain graces, necessary for our salvation and that of others, dependent upon our prayers. In other words, by the merits of Jesus, grace – God’s infinite mercy – is ready to be poured out abundantly into men’s souls, but it will not be poured out unless there is someone who raises supplicating hands to heaven, asking for it. If prayer does not ascend to the throne of the Most High, grace will not be granted. This explains the absolute necessity for apostolic prayer and its great efficacy. “This kind [of devil] is not cast out but by prayer and fasting” (Matthew 17:20), Jesus has said. There is no substitute for prayer, because prayer draws grace directly from its source, God. Our activity, our words and works can prepare the ground for grace, but if we do not pray, it will not come down to refresh souls.

## WESTBY LOCKER & MEATS

The Sausage & Meat Shop  
Rosanne & Rod Aspenson  
402 N. Main St., Westby, WI 54665  
meatsusa@mwmt.net  
608-634-4515



## Kickapoo Counseling

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

[info@kickapoo-counseling.com](mailto:info@kickapoo-counseling.com)

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



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Lesanne Klum, D.D.S.

NEW PATIENTS ALWAYS WELCOME



637-2655  
1225 Favor Drive  
Viroqua



Oakwood Realty LLC

608-606-5344  
[dan@oakwoodrealty.com](mailto:dan@oakwoodrealty.com)

Dan Kiedinger



Let me help you sell your home, farm, or vacant land.



“O WOMAN, GREAT IS YOUR FAITH! LET IT BE DONE FOR YOU AS YOU WISH.”  
AND THE WOMAN’S DAUGHTER WAS HEALED FROM THAT HOUR.” - MATTHEW 15:28