

ANNUNCIATION OF THE BLESSED VIRGIN MARY PARISH



PARABLE OF THE WORKERS IN THE VINEYARD - FROM THE
CODEX AUREUS EPTERNACENSIS
UNKNOWN, APPROX. 11TH CENTURY

Friends,

This past week we celebrated two very intentionally adjacent feast days – on Monday the Exaltation of the Cross, on Tuesday Our Lady of Sorrows. I think last year the former landed on a Sunday, meaning we all got to celebrate it together, but this year with both feasts during the week this connection struck me more strongly. After 2000 years of familiarity, the Cross is now even a comfortable image – when I see a cross I immediately think “Jesus,” and the image itself is now synonymous with Christianity. This has not always been the case. In fact, the oldest known depiction of a cross comes from a piece of graffiti on a Roman wall from around 200 AD, a crudely scratched cross, mounted by a man with a donkey head and underneath the inscription “Alexamenos worships his god” – some guy mocking Alexamenos for worshipping Someone who died a deeply shameful death. The first depiction we have of the cross shows how it was popularly received for the first centuries of the Church’s life, what it would have meant to Jesus’ followers not just for Jesus to die but for Jesus to die in the way He did.

Of course, we know the power of the Cross now – that Jesus wins human salvation by entering so deeply into human suffering. This is one of the greatest paradoxes of Christianity – suffering itself is no good thing and not something God desires for us. It’s an experience of the way God didn’t design things to be, at its uttermost depths an experience of separation from God. “Eloi, Eloi, lama sabachthani,” those words changed everything. God loves you and loves me so much that He becomes one of us, experiencing with you and with me both the beautiful and the remarkable sorrow of humanity. The paradox comes with the resurrection – the thing that most marks us as distinct and other from God (suffering) becomes the very vehicle that God uses to save us in the resurrection. This whole movement now carries the name “redemptive suffering.” And so, 2000 years after Jesus and 1800 years after meek Alexamenos we hold up the cross, not as a sign of defeat but of triumph.

And then comes the next day, Our Lady of Sorrows. From the very beginning of Jesus’ life here on earth on March 25, Mary has carried her Son to you and me. Early in his post-birth life, those words prepared the way for Mary, “this Child is destined for the rise and fall of many in Israel, and you yourself a sword shall pierce.” The cost of salvation isn’t one that Jesus carries alone – starting with His Mother He invites you and me into this same movement through suffering and death into the new life of resurrection. As the film “The Passion of the Christ” depicts so beautifully and reflecting Revelation 21, “See Mother, I make all things new.” One of the great graces of the Cross, as Mary shows us, is that it provides such a deep connection with Jesus – He accompanies us in our suffering because He knows suffering, and as Veronica shows us it also gives us the opportunity to accompany Christ in His own suffering.

God bless you,
Father Joe

SEPTEMBER 20, 2026
24TH SUNDAY IN
ORDINARY TIME

Readings: Gather Hymnal #1164

Holy Mass

Saturdays	4:00pm	Coon Valley
	6:30pm	Viroqua
Sundays	8:00am	Coon Valley
	10:30am	Viroqua
Tuesdays	5:15pm	Coon Valley
Wednesdays	5:15pm	Viroqua
Thursdays	8:00am	Coon Valley
Fridays	12:10pm	Viroqua

Livestreaming Mass

www.facebook.com/StMarysCoonValley

Diocesan Televised Mass

Channel 19: Sunday, 9:30 AM, Livestream:
Diocesan Facebook page.

Confession

Saturdays	9:30-10:30am	Viroqua
	3:15-3:45pm	Coon Valley
	5:45-6:15pm	Viroqua
Sundays	9:45-10:15am	Viroqua
Wednesdays	5:45-6:30pm	Viroqua

Baptism & Marriage

Contact our parish office for information
and scheduling.

Eucharistic Adoration

Saturdays	9:30-10:30am	Viroqua
Tuesdays	4:30-5:00pm	Coon Valley
Wednesdays	5:45-6:30pm	Viroqua
First Fridays	12:45-1:30pm	Viroqua

Rosary

30 minutes before all Masses

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.

Online Giving

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

Parish Office

400 Congress Avenue,
Viroqua, WI 54665

Website: www.stmarysviroqua.org

Office: 608-637-7711

Fax: (608) 299-372

HOURS:

MTWF: 9 AM-3 PM

Thursday: 11 AM-3 PM

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; **Catechesis of the Good Shepherd Director**, cgs@abvmviroqua.diolcparish.org;
Fran Campbell, Bookkeeper, office@abvmviroqua.diolcparish.org; **Pat Obernberger**, Parish Activities Coordinator, cre@abvmviroqua.diolcparish.org;
Beth Laurdan, Music Director, musicedirector@abvmviroqua.diolcparish.org; **Cole Hewitt**, Maintenance, maintenance@abvmviroqua.diolcparish.org;
Diana Hernandez-Torres, Sacristan; **Megan Prorok**, Church Decorator, prorokmegan@gmail.com; **Tom Leis**, Librarian, saintmaryparishlibrary@gmail.com

SEPTEMBER 20, 2026

RELIGIOUS EDUCATION REGISTRATION

*If you missed our RE registration event last week, please take a look on the **tables in the Gathering Space** this weekend and next. **You will find information** on this year's offerings, general registration forms, sacrament registration forms, session schedules for all groups, and Safe Environment materials for all ages. Please pick up what you need for your family, and *return all forms to the Parish Office*. Don't hesitate to reach out to Pat Obernberger with any questions. Thank you!*

Blufftop Mass in Genoa

This **Sunday, September 20th** at **6:45pm**, Father Reither will be celebrating **Mass on the blufftop** next to **St. Charles Borromeo in Genoa**. Please meet in the parking lot no later than 6:30pm to make the hike up the bluff together. *The trail is quite steep at parts*, so please be aware. Bring your own chair, and enjoy celebrating Mass with a beautiful view!

Movie Night in Coon Valley

Join us for an **Outdoor Movie Night** at **St. Mary's Church!** Come enjoy pizza at **6:00 PM**, followed by the movie David at **6:30 PM** on **Friday, September 25th**. Bring your family, a lawn chair or blanket, and enjoy a fun evening together under the stars. *All are welcome!*

PCCW Meeting

The next PCCW meeting will take place on **Tuesday, September 22nd** at **5:15pm** in **Marian Hall**. There will be discussion about the fall dinner primarily, as we are in the thick of preparations for the event. Your attendance is most welcome, especially for newcomers who have never attended a PCCW meeting. Also consider joining us for a **Rosary** in the church prior to the meeting, beginning at **4:30pm**.

Rural Life Day Sept. 23, 2026 - Creamery Creek in Bangor

Join us for the **45th Annual Rural Life Day Celebration** at **Creamery Creek**, hosted by the John and Donna Hansen family and the Justin and Louisa Peterson family. Rural Life Day is a beautiful event that brings together several hundred members of the faithful to honor rural life in our communities. Our celebration begins with **Mass at 10:00 AM**, celebrated by Bishop Gerard Battersby, together with many priests and deacons of the diocese. This is followed by special awards and the blessing of crops, animals, and machinery of the farm. We conclude our celebration with a delicious lunch and a freewill offering to benefit Project Milk. Creamery Creek is located at W1250 County Road U, Bangor, WI 54614.

Annual Pancake Breakfast – Oct 11, 2026

St. Mary Parish, Coon Valley will hold their **annual Pancake Breakfast** on **Sunday, October 11, 2026** from **7:30 AM – gone or Noon** (whichever comes first). Meal includes: delicious stack of pancakes with local real maple syrup, eggs, sausage, applesauce, milk, orange juice and coffee! Also purchase a treat to take home from the bake sale! \$10 for adults, \$5 children ages 6-12, 5 and under free. Make your pancakes just the way you like them with our topping bar! Your choice of maple syrup, blueberries, strawberries, chocolate syrup, sprinkles, whip cream and peanut butter (while supplies last).

St. Philip's Fall Festival

St Philip's Church in Rolling Ground (Soldiers Grove address) will hold our **annual pork dinner and fall festival** on **Sunday October 4, 2026 from 11:00 am - 2:00 pm**. We will be serving Pulled pork, scalloped potatoes, coleslaw, baked beans, cheese curds and homemade pie and ice cream. *Carryouts available*. All this for a ticket price of only \$12.00/adults and \$5 for children 6 and under. Mass will be at 10:30. There will also be a bake sale, a raffle, and a basket raffle.

PASTORAL COUNCIL MEMBERS

Kris Brueggen	Cathy Poshepny
Phyllis Krause	Jenny Leum
David Hall	Dcn. Tony Shay
Aaron Kane	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.

FINANCE COUNCIL MEMBERS

Matt Bomkamp	Paul O'Rourke
Melanie Halvorson	Dale Pertzborn
Rhonda Kiedinger	

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.

SEPTEMBER 20, 2026

PARISH CALENDAR

Tuesday, September 22:

9:00am-12:00pm: **Gathered in Grace** - Marian Hall

4:30pm: **Rosary for PCCW** - Church

5:15pm: **PCCW Meeting** - Marian Hall

Wednesday, September 23:

10:00am-12:00pm: **St. Mary Quilters** - Marian Hall

Saturday, September 26:

9:30-10:30am: **Adoration and Confessions**

10:00am-12:00pm: **Girls Bible Study** - Sitting Room

Will begin with Adoration 10:00-10:30



MASS INTENTIONS

Saturday, September 19, 6:30 PM - *Father Emmanuel Bishop Gerard Battersby*

Sunday, September 20, 10:30 AM - *Father Emmanuel + Carl P. & Margaret Simon* (Joseph Simon)

Wednesday, September 23, 5:15 PM - *Father Joe + Judy Neuerburg* (Pat Biebl)

Friday, September 25, 12:10 PM - *Father Emmanuel Women of the Parish* (PCCW)

Saturday, September 26, 6:30 PM - *Father Joe + Barbara Vesbach* (Linda Hall)

Sunday, September 27, 10:30 AM - *Father Joe + Larry Cina* (Jerry & Paula Cina)

FALL DINNER: SAVE THE DATE & OPPORTUNITIES TO SERVE OUR PARISH

Fall Dinner is fast approaching! The date is set for Wednesday, October 21st. Please prayerfully consider how you and your family could use your gifts to contribute to this community-building, faith-sharing, and friendship-forming event. We are in need of many generous hearts who are willing to serve our parish in both large and small ways for this event.

Be on the lookout for sign-up sheets in the weeks ahead! Contact the office or Julie Moore with any questions!

HEALING THE WHOLE PERSON

LAST CHANCE to sign up for Healing the Whole Person! Sessions are on **Tuesday evenings** in the **Gathering Space** from **6:30 to roughly 8pm** starting **September 29** and continuing **October 6, 13, 27, November 3, 10, 17, 24**. This is more than just watching videos; it includes a journaling book to follow along in, discussion groups as you desire, and designated *Confession, Adoration and prayer team* evenings for your spiritual needs.

Please register on the sign-up sheet in the gathering space, by calling/emailing the parish office, or email Jenny at jenny@leum.com. *Cost is \$25 per person*. Please pay at the parish office (cash, or checks made out to Annunciation of the Blessed Virgin Mary Parish), or mail to 400 Congress Ave., Viroqua, WI 54665.

Jenny Leum, ABVM parishioner, will facilitate with help from a caring and experienced team. Questions - call the parish office at 608-637-7711 or email Jenny.

Well Read Mom

Mark your calendars! Well Read Mom's next meeting is **Saturday, October 10th** from **9:30 am to 11:30**. Women of all ages and stages of life are welcome to join us for fellowship and a discussion of *So Big* by Edna Ferber.

MINISTRY SCHEDULE

Sat., Sept. 26, 6:30 PM

Dcn. Tony Shay	EM
Dan Kiedinger	Lector
Fisher Family	Servers

Sun., Sept. 27, 10:30 AM

Dcn. Tony Shay	EM
Megan Prorok	Lector
Stevenson Family	Servers

For sub requests, contact bethlakmann@icloud.com.

FINANCIAL REPORT

Week of Sept. 6-13, 2026
Offeratory needed weekly: \$5,800.00

Offeratory: \$2,841.31
June E-gifts: \$2,514.85

THANK YOU!

CATECHESIS OF THE GOOD SHEPHERD BEGINS OCTOBER 19TH!

Our Level 1 (3-6 year old) atrium sessions will be; **Mondays** 9:00am-11:00am in Viroqua or 3:30pm-5:00pm in Genoa, or **Thursdays** 3:00pm-5:00pm. Level 2 (6-9 year old) atrium sessions will be on **Wednesdays** 3:00pm-5:00pm in Viroqua.

If a child is in school and won't be able to make it to a 3:00-5:00 session until closer to 3:30, that is just fine. The Lord can do wonderful things in 1.5 hours! Contact Carly in the office, at cgs@abvmviroqua.diocparish.org, or at 608-792-4872. God bless you!

SEPTEMBER 20, 2026

ADVANCE CARE PLANNING WORKSHOPS

If you could not speak for yourself, who would you want to make medical decisions for you? What would you want this person to know about your healthcare goals and values? Life is so unpredictable. We never know when an illness or injury will occur. That is why it is extremely important to plan and write your wishes down. An Advance Directive is a legal document that allows you to designate a person to make your healthcare decisions, only if you cannot make them yourself! It allows you to include specific medical treatment options and instructions for your end-of-life care. In collaboration, St. Mary's and The Annunciation of the Blessed Virgin Mary churches will host two free Advance Care Planning Workshops. These workshops will also address Catholic beliefs and assist you in updating or creating your own Advance Care Plan.

Date: Thursday, October 1st, 2026

Time: 3:00-5:00 pm

Location: St. Mary's Catholic Church
900 Central Avenue, Coon Valley, Wisconsin

-OR-

Date: Thursday, October 8th, 2026

Time: 5:00-7:00 pm

Location: Annunciation of the Blessed Virgin Mary
400 Congress Avenue, Viroqua, Wisconsin

Pre-registration is encouraged by calling 608-637-7711. You may also register by email to: stmaryparish@mwt.net. Please include your name(s), telephone number and which session you will be attending. Please feel free to invite others. Walk-ins will be welcomed.

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"WHAT IF I WISH TO GIVE THIS LAST ONE THE SAME AS YOU?
OR AM I NOT FREE TO DO AS I WISH WITH MY OWN MONEY?
ARE YOU ENVIOUS BECAUSE I AM GENEROUS?" - MATTHEW 20: 14-15