



Could this be your new home?



1610 10th Street - 4 bedrooms, 2 bathrooms



1106 11th Street - 3 bedrooms, 2 bathrooms



Welcome New Board Members

The La Crosse Promise Board of Directors welcomes five new board members to serve 3-year terms. They are: Juan Jimenez, Mark Etrheim, Keonte Turner, Joe Zoellner, and Dawn Wacek (bios below).

La Crosse Promise also acknowledges outgoing board members Brad Sturm, Jim Fowler, and Andrew Bosshard for their service and commitment to the Promise mission. The three will remain advisors to the board.

"Our three retiring board members were instrumental in the growth of La Crosse Promise from a fledgling organization to a robust presence in La Crosse schools and neighborhoods. I am privileged to have been able to work with all of them. I am excited about the energy and experience that our five newboard members bring and the roles they will play in the continuing growth of La Crosse Promise."

– Margaret Dihlmann-Malzer, board president

Welcome La Crosse Promise Board Members:



Juan Jiménez, Associate Dean of General Studies, Western Technical College. Chicago native Jimenez is a Viterbo University graduate and is President of their alumni association. Jimenez previously held teaching positions in middle and high schools. He is currently seeking his Doctor of Education

Degree. "I am looking forward to this opportunity with the Promise because it supports my belief in education, especially public education, as well as it supports and sustains a diverse community," said Jimenez.



Dawn Wacek, Youth Services Librarian, La Crosse Public Library. Wacek represents a Promise Scholarship Family, the first Promise family to demolish the existing condemned structure themselves and build a new home after purchasing the property from the city in 2017. Wacek has more than ten years of public library experience serving youth, families, and adults in diverse communities. "We were so excited to build our

807-811 6th Street - Two Units
3 bedrooms, 2 bathrooms

Interested in buying, building or renovating and becoming our next Promise family? Contact us at info@lacrossepromise.org.

Current Properties

Future Centers: Summer Melt Program

At La Crosse Promise, "Summer Melt" does not mean a sweltering Wisconsin summer day with 90% humidity.

Across the country, 10-40% of students with intentions to enroll in post-secondary programs, particularly those from low-income backgrounds, fail to actually get to college the fall after graduation. This phenomenon is known as "summer melt." A student has "melted" if he or she was college-intending, and yet still fails to transition successfully to college the fall after high school graduation. For a variety of reasons, their college plans derail.

Summer melt is a prevalent issue for education leaders because large shares of students are failing to bridge that gap between institutions. We estimate that the School District of La Crosse experienced an average summer melt rate of 16% last year (with a higher rate for low income students). What this means: of the 71% of students who intended to enroll in a post-secondary education program, only 55% actually enrolled.

We believe we can prevent many of them from derailing. Our Future Center Summer Melt Program is aimed to combat summer melt across the School District of La Crosse to keep college-intending students on track and enrolled by the fall. To a large degree, it extends the services and resources we provide during the school year into the summer.

Our new intern Abby Thurk, under the supervision of Future Center Advisors Hayley Moe and Matt Gordy, will coordinate the project. Her focus will be supporting students who have self-identified or been identified by the advisors and school counselors as needing summer resources.

Why We Love the Future Centers



Read Student Success Stories

Support Us!

Join us in strengthening the community by providing financial support.
Thank you.



new home and be a part of the Promise program," she commented. "I look forward to serving on the board."



Keonte Turner, Banker, Associated Bank. Originally from Milwaukee, Turner made La Crosse his home seven years ago, graduating from Viterbo University. In addition to a new role on the La Crosse Board of Education. He is active in B.L.A.C.K. (Black Leaders acquiring Collective Knowledge) serving as their financial advisor and the Youth coordinator at

Crossway Church. "From a childhood that might be deemed undesirable, I was determined to escape. I escaped it by way of education and I never looked back," said Turner about his commitment to education and the La Crosse community.



Mark Etrheim, President, Mastercraft Homes, Inc. A custom home builder for 41 years, Etrheim also has interests in residential rentals, commercial office rentals, land development, and Shenanigans Family Entertainment Center. Etrheim is an Active Rotarian, past president of La Crosse Builders Association, past president of Wisconsin Builders Association, and past president of RiverFront Foundation. "Affordable housing is needed and

the La Crosse Promise is a big step in the right direction," said Etrheim.



Joe Zoellner, Market President, Coulee Bank. Zoellner was born and raised on the south side of La Crosse and attended UW-La Crosse, majoring in Finance and Economics. He began his banking career as a commercial credit analyst at First Business Bank. He has been with Coulee Bank for eight

years. "What I like about the La Crosse Promise is its ability to jumpstart the revitalization of a neighborhood through good families, the reconstruction of the building stock and by promoting education," he said.

Summer Events



Boys & Girls Club Family Night
June 28, 5-7 p.m. at Poage Park

Farmer's Market - Cameron Park



Give here now

July 27, August 17, September 21, 4-6 p.m.

Bike Fest: La Crosse Promise Home Tour
September 2, 11 a.m., starting at Riverside Park

Steppin' Out in Pink - Gundersen Health System
September 9, 7:30 a.m.

About Us

La Crosse Promise is a non-profit dedicated to education initiatives and neighborhood revitalization. We provide advising to all of the students in the School District of La Crosse about their future plans. In addition, our neighborhood program provides qualifying homeowners up to \$50,000 in education scholarships.



FUTURE CENTER ADVISORS

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