

GREAT RIVER FOLK FESTIVAL

'25



AUGUST 22-24

RIVERSIDE PARK - DOWNTOWN LA CROSSE, WI

GREATRIVERFOLKFEST.ORG

Funded in part by grants from City of La Crosse Arts Board & ExploreLaCrosse.com

Extending a **Huge Thank You** To Our Sponsors...

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MAIN STAGE**



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Welcome to the 2025 Great River Folk Festival!

We're happy that you're here and we hope that you have a great weekend!

A big change in 2025 – **Sunday admission is free** thanks to a grant from the City of La Crosse Arts Board. We would love to see more residents from the area take this opportunity to check out the Fest.

Another change - La Crosse Distilling Company will provide our beverage service this year. They are offering specialty cocktails, mocktails, beer, wine, THC beverages, and water. You will no longer have to buy your drink tickets at the Merchandise tent; rather, you can now pay LCDC directly for your purchase.

Take a look at some of the organizations who have tables at the Fest this year. We've tried to invite groups that we consider to be kindred spirits. Among them is a former riverboat captain who has written a memoir about his life on the river. Also, visit our Craft Demonstration tent. After a few years absence, we were able to start it up again last year, and we're happy about that.

This is our 49th Festival, which means that next year is #50! We're already planning for it; let us know if you'd like to help with that. For now, let's relax and listen to some good music, buy some wonderful folk art, eat some good food, greet some old friends, make some new ones, and enjoy this time we have together!

Doug McVey, Fest Chair



Rain Site
for Fri & Sat
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118 5th Ave N



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Thank You To These Fest Donors

*"Proud to support the 49th
Great River Folk Festival.
May the future of the Fest
be as bright as the past."*

Jean & Mark Ledman

*"GRFF has been a great source
of enjoyment for us through
the years. Here's to many more
years of great music and fun!"*

Pat & Bobbie Wilson

LA CROSSE RIVER

*"We support the GRFF because every
summer they bring our community the
gift of music, friendship, and peace...
just what we need."*

Peter & Susan Hughes

BLACK RIVER

KICKAPOO RIVER

David & Julie Boen

Morgan & Emily Farmer

Marta Martinez
& William Katra

TRIBUTARY

Mike & Carmen DeYoe

Jenny Ehlke-Walter
& Tom Walter

Carey Falkenberry
Erin Hussey

Glenn & Betsy Knowles
David Nash

RIVER'S EDGE

Cathleen Conway

Laura Moriarty

Arden & Penny Ross
Bradley & Linda Teske

*In Addition to Sponsors & Donors --
A Huge **THANK YOU** to
These Friends of the Festival*

Cover Art - Jacque Van Ravenhorst
Program Graphic Design - Joe McCormick
Fest Map Design - Emily Simpson

AND MORE: All Onsite Volunteers,
Cassie Brady, Cavalier Theater, Chili Manor,
Commonweal Theatre, Elayne Stevens,
Dylan Overhouse Productions,
Ed Gittens Art, Eric Garland, Fokus Photo,
George Blair, Greg Meeuwsen,
Harter's Quick Clean-up, Leithold's Music,
Merfolk, Mike Makes, Pearl Street Books,
Prairie Smoke, The Root Note, Sensi,
Tender Hearts Club, Turtle Stack Brewery,
Wrench & Roll



THANK YOU



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**BLUFF VIEW
CONCERTS**
Holmen, WI

Loveseat - Sep 27
Maygen & the
Birdwatcher - Nov 8
Johnsmith - Feb 7
David Stoddard &
Beth Wood - May 3
facebook.com/BluffView

Explore the Mississippi River,
the Heart of the Driftless Area

**BIG
RIVER
MAGAZINE**



Edward Jones
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Amy J Stodola, AAMS®
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Amy J Stodola named a 2025 Forbes
Top Woman Wealth Advisor Best-In-State

Forbes ranked Amy J Stodola as a 2025 Top Woman Wealth Advisor Best-In-State. This ranking is based on the number of clients and assets under management. The ranking is for the year ending December 31, 2024. The ranking is for the year ending December 31, 2024. The ranking is for the year ending December 31, 2024.

FESTIVAL PERFORMERS



Alex Toast

Sunday 2:15 PM - *SITE B*



Carriage House

Saturday 11:00 AM - *SITE A*



Cass Magpie

Saturday 12:15 PM - *SITE A*



Charlie Parr

Friday 8:30 PM - *WILL'S MAIN STAGE*



LA CROSSE, WI

CheezLand Uke Band

Saturday 12:45 PM - *SITE B*

Beginner Workshop

FESTIVAL PERFORMERS



Claudia Schmidt

Sunday 12:15 PM - **SITE A**

Sunday 4:00 PM - **WILL'S MAIN STAGE**



Esther B Saw

Sunday 2:45 PM - **SITE A**



Feeding Leroy Duo

Saturday 2:15 PM - **SITE B**

Saturday 4:15 PM - **SITE A**



The Foxgloves

Saturday 12:15 PM - **SITE A**

Saturday 5:00 PM - **WILL'S MAIN STAGE**



For **FURTHER DETAILS** and **BIOS** of the performers, scan the QR code.



FESTIVAL PERFORMERS



Helen Forsythe

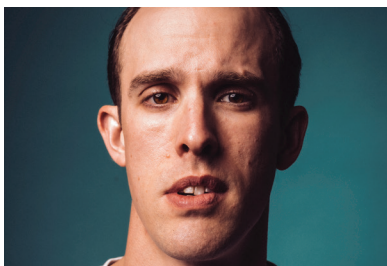
Sunday 11:00 AM - **SITE A**



Humbird

Friday 7:00 PM - **WILL'S MAIN STAGE**

Saturday 11:00 AM - **SITE A**



Jack Klatt

Saturday 2:15 PM - **SITE B**



Kelley Smith

Sunday 12:15 PM - **SITE A**

Sunday 2:45 PM - **SITE A**



Michael Scott

Saturday 3:45 PM - **SITE B**

Storytelling



You'll notice that for this festival, the La Crosse Band Shell is referred to as Will's Main Stage. It is to celebrate William Reckase who ended his life in April 2024 at the age of 31. Will, a La Crosse native, had been living in Europe for his last nine years. He was an amateur musician (and ardent karaoke performer) who enjoyed many genres of music and often shared his current favorites with friends. Music is important to many of us. Let's enjoy it this weekend at Will's Main Stage.

WILL'S MAIN STAGE

POWERING POSSIBILITY

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COOPERATIVE

A Touchstone Energy Cooperative

www.DairylandPower.com



Historic Concordia Ballroom

For Music, Dancing, & Celebrating Good Times
Seating up to 200, Private Parking Lot
Full Service Bar & Updated Stage

2025 SCHEDULE OF EVENTS

FRIDAY, AUGUST 22

SITE B

Old-Time Music Session - 5:30 - 6:45 PM

WILL'S MAIN STAGE

Humbird - 7:00 PM
Charlie Parr - 8:30 PM

SATURDAY, AUGUST 23

SITE A

SONGWRITING:

Humbird, Texas Toast,
Carriage House - 11:00 - 11:45 AM

RAISING WOMEN'S VOICES:
The Foxgloves, Willow Waters,
Cass Magpie - 12:15 - 1:00 PM

Prairie Smoke
1:30 - 2:30 PM

SQUARE DANCE with Willi Carlisle
3:00 - 3:45 PM

Feeding Leroy Duo
4:15 - 5:00 PM

SITE B

Sara Mae Yoga
10:00 - 10:45 AM

Rivertown Songwriter's Showcase
11:30 AM - 12:15 PM

CheezLand Uke Band
12:45 - 1:30 PM

TRAVEL SONGS:
Resonant Rogues, Jack Klatt,
Feeding Leroy Duo - 2:15 - 3:15 PM

STORYTELLING with Michael Scott
3:45 - 4:30 PM

WILL'S MAIN STAGE

The Foxgloves
5:00 PM
Resonant Rogues
6:00 PM

Willy Porter &
Carmen Nickerson
7:00 PM

Willi Carlisle
8:00 PM
Texas Toast
9:00 PM

2025 SCHEDULE OF EVENTS

SUNDAY, AUGUST 24

SITE A

POLITICAL/SOCIAL:
Resonant Rogues, Sarah King,
Helen Forsythe - 11:00 - 11:45 AM

PEACE & LOVE:
Willy Porter & Carmen Nickerson,
Claudia Schmidt, Kelley Smith
12:15 - 1:15 PM

Sarah King
1:45 - 2:15 PM

STORY SONGS:
Kelley Smith, Wyatt B Thomson,
Esther B Saw - 2:45 - 3:30 PM

SITE B

Songwriter Contest Finals
11:00 AM - 12:15 PM

Too Old Cat
1:00 - 1:45 PM

STRINGS ARE THE THING:
Willy Porter, Mikey Marget,
Alex Toast - 2:15 - 3:00 PM

WILL'S MAIN STAGE

Songwriter Contest Winner - 3:30 PM
Claudia Schmidt - 4:00 PM



Song Swap



Concert



Interactive



THANK YOU!

SOUND ENGINEERS:

Lonya Nenashev of Red Square Audio,
and Bob Stuber.



For **FURTHER DETAILS** and
BIOS of the performers,
scan the QR code.



FESTIVAL PERFORMERS



Mikey Marget

Sunday 2:15 PM - **SITE B**



Old-Time Session

Friday 5:30 PM - **SITE B**

Join In - Bring Your Instruments!



Prairie Smoke

Saturday 1:30 PM - **SITE A**



Resonant Rogues

Saturday 2:15 PM - **SITE B**

Saturday 6:00 PM - **WILL'S MAIN STAGE**

Sunday 11:00 AM - **SITE A**



Rivertown Songwriter's Showcase

Saturday 11:30 AM - **SITE B**

FESTIVAL PERFORMERS



Sara Mae Yoga

Saturday 10:00 AM - **SITE B**

Bring a Mat - All Ages Welcome!



Sarah King

Sunday 11:00 AM - **SITE A**

Sunday 1:45 PM - **SITE A**



Texas Toast

Saturday 11:00 AM - **SITE A**

Saturday 9:00 PM - **WILL'S MAIN STAGE**



Too Old Cat

Sunday 1:00 PM - **SITE B**



For **FURTHER DETAILS** and
BIOS of the performers,
scan the QR code.



FESTIVAL PERFORMERS



Willi Carlisle

Saturday 3:00 PM - *SITE A*

Kick Up Your Heels & Dance!

Saturday 8:00 PM - *WILL'S MAIN STAGE*



Willow Waters

Saturday 12:15 PM - *SITE A*



Willy Porter & Carmen Nickerson

Saturday 7:00 PM - *WILL'S MAIN STAGE*

Sunday 12:15 PM - *SITE A*

Willy Porter

Sunday 2:15 PM - *SITE B*



Wyatt B Thomson

Sunday 2:45 PM - *SITE A*



For **FURTHER DETAILS** and
BIOS of the performers,
scan the QR code.



GRFF SONGWRITER CONTEST

Songwriter Contest FINALISTS

Sunday 11:00 - **SITE B**

Songwriter Contest WINNER

Sunday 3:30 - **WILL'S MAIN STAGE**

In keeping with the GRFF mission, the annual songwriting contest strives to promote public appreciation and support for new and emerging songwriters and to celebrate the songwriting craft. To promote regional involvement in the Fest, participation is limited to local talent (within 300 miles of La Crosse). Many impressive song submissions were received and judged by a panel of five. Five songwriters were selected to compete as Finalists in this year's GRFF contest. All of the finalists are skilled songwriters and they will be judged on a variety of criteria, including audience response. Please come to support the songwriting skills of these musicians.



SCAN FOR
Songwriter Bios

Congratulations to this year's finalists:

Pat Wiley

Mike Ward

David Drake

The Weary Ramblers

Karyn Ann

The Contest Winner performs again before the final concert of the weekend and receives the first prize of studio recording time. In addition, the top three finalists each receive a cash prize. Many thanks to our sponsor, Sound Strations Audio Productions Inc, for donating 10 hours of studio time for the Contest Winner.



WHEN IT COMES TO BUSINESS, WE MEAN MUSIC!

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CRAFTS

Craft Demos Include Circular Sock Machine, Wood Carvers, and Handwork Storytelling with Fibers

The Broom & Crow

Handmade spell kits, charms, ritual herbal simmer pot blends, ritual bath soaks, altar boxes, wall decor, and the like.

Daleki Art

A mixture of paintings, drawings, prints, mixed media, and other craft-like art objects!

Driftless Handcrafts

Linograph / block prints and some jewelry

Eleven After Seven

Jewelry, digital media, and oil paintings

Forest Witch Enchantments, LLC

Witchy stuff - Metaphysical / altar tools

Let Me Spin You a Yarn

Textile: Hand spun yarns, hand dyed yarns knitted hats, socks, and mittens

Merfolk

Textile: Hand-embroidery art

Northwoods Penworks

Woodworking: Fine wooden hand-turned pens & pencils

Paige Elizabeth Artistry

Handmade Macrame Wall Hanging and accessories, Wire work jewelry, & Signature Beaded Layering Necklaces using freshwater pearl, semi-precious or glass beads.

Permanent Press

Hand screen printed gig posters and art. Dreamed, designed and printed by me

Raw Connection

Apparel & Prints: Carefully crafted & designed messages on apparel & accessories, functional artwork, and living foods recipes to promote health & healing.

River Press/Weezard Prints

Printmaking! All analog, carved and printed by hand

Trinity Rae Photography and Art

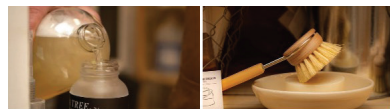
Paintings and photographic prints



CAMP FOLK FEST

... is a tent offering a place of shelter from sun or rain with some fun & creative games and activities available for all ages.

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and take a break!***



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FOOD & BEVERAGE

Food & Beverages are Available All Weekend!

FRIDAY

Taco Town

Mia's Kitchen

Two Scoops & A Bar

La Crosse Distillery

SATURDAY & SUNDAY

Taco Town

Mia's Kitchen

MK Concessions

Two Scoops & A Bar

Bee's Knees Coffee

La Crosse Distillery



Taco Town

The taco, or tacorrito, is all traditional Mexican ingredients assembled for a Midwest appetite. Our sides are super traditional and a great way to round out the meal, or as a great snack!

Mia's Kitchen

Mia's Kitchen on Wheels & Catering! Serving up Southern soul with a Caribbean twist made with love.

MK Concessions

Thai cuisine such as Pad Thai, fried rice, and Thai basil stir fry. Some of the most popular items on our menu are our homemade eggrolls!

Two Scoops & A Bar

Ice Cream Parlor on Wheels! Serving Southeastern Minnesota and Western Wisconsin bringing you delicious Ice Cream treats!

Bees Knees Coffee

Bee's Knees is a mobile trailer based in the La Crosse area, serving handcrafted espresso drinks, teas, smoothies, & more!

La Crosse Distillery

Enjoy craft cocktails, beer, wine, THC beverages and non-alcoholic drinks from regional partners.



2025 FESTIVAL PLANNING COMMITTEE

CAMP FOLK FEST – Erin Maslowski,
Esther Gvora, Greg Meeuwsen,
Aila Meeuwsen, Jenna Kelly

CRAFTS – Jacque Van Ravenhorst

DONATIONS – Erin Hussey, Doug McVey

FESTIVAL CHAIR – Doug McVey

FOOD & DRINK – Casey Severson,
Matthew Remus, Doug McVey

GRANTS – Jenna Kelly, Erin Hussey

GRFA ADMINISTRATOR – Karen Houlihan

HOSPITALITY/GREEN ROOM –
Esther Gvora, Aila Meeuwsen

MARKETING – Esther Gvora,
Casey Severson, Erin Maslowski,
Doug McVey, Erin Hussey

MERCH TENT – David Boen,
Celine Donofrio, Pat Connolly

NON-PROFIT EXHIBITORS –
Celine Donofrio, Doug McVey

PERFORMERS – Doug McVey,
Esther Gvora, Jenna Kelly, Nicky Nieling,
David Nash

PHYSICAL ARRANGEMENTS –
Greg Meeuwsen

PROGRAM – Erin Hussey, Celine Donofrio

SONGWRITERS' CONTEST –
Jeffrey Kelly, Alex Toast, Nicky Nieling

SOUND – Bob Stuber

SPONSORSHIPS – David Nash,
Alex Toast, Jeffrey Kelly, Jenna Kelly

TICKETS – David Boen, Erin Maslowski,
Celine Donofrio

VOLUNTEER COORDINATOR –
Celine Donofrio

WEBMASTERS – Erin Maslowski,
Casey Severson, Esther Gvora

JOIN US!

Please consider
joining some
of our **newest
volunteers** and
their parents to
help plan our
**50th anniversary
Fest** for **2026!**





Seven Rivers One Destination

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AUGUST 22-24, 2025

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