

RELAX Laura Iding, director of trauma/surgical/medical and ICU nursing at Froedtert Hospital, writes for Harlequin publishing company.



to get involved in cycling as well."

People on the west coast say cycling is the new golf, said Tennesen.

"More and more people are getting together and cycling for a business networking event, because it's faster and you get exercise at the same time," he said.

Another group that Tennesen is involved in features a monthly two hour cycling ride in the Milwaukee area, strictly designed and centered on business networking.

Romantic writer

Hobbies don't have to and certainly do not always involve physical activity. While, Laura Iding, director of trauma/surgical/medical and ICU nursing at Froedtert Hospital in Milwaukee, does train for triathlons her primary hobby is drastically more subdued.

Iding is a romance novelist for Harlequin Publishing Company.

"I started writing at a very young age, but my parents decided that I needed a steady career as well," said Iding. "That's why I went into nursing, I have been working for 19 years and I am currently working around 230 people, and my work has always been a release

in a health care environment, in a doctor's office or trauma unit, because that is what I am familiar with," she said.

Iding sold her first book in December of 2003; they are available online on the Harlequin web site and are most popular overseas. Her books are published in other languages as well including French, Finnish, and Italian she said.

In August, her 18th book is part of a Harlequin promotion to spur their American market. Her book will be available in Barnes and Noble stores and other large bookstores across the United States.

Iding graduated with a bachelor of science degree in nursing and got her masters in business. She admits she had to learn a lot about the publishing industry and the stylistic techniques used by writers but said organizations like the Romance Writers of America, which has chapters in every state, are there to really help aspiring writers.

"I'm all about trying to balance work and life, I go home at night after a long day and it's nice to have something to take my mind off work," she said.

According to Iding, there are many talented romance writers being published from Wisconsin.

Rockin on

Not only are there talented writers in the Milwaukee area, the region also boasts a slew of talented musicians and various festivals to feature them. Kevin O'Toole, executive vice president and a

principal at Hunzinger Construction Co. in Brookfield, is a self-taught guitar player, and a member of the band H2-Oh.

O'Toole and his band mate Henry Lewis II recently recorded a CD and just finished promoting their music as a featured artist on a packed Potawatomi Bingo Casino stage at Summerfest.

H2-Oh's music, according to O'Toole, is of the contemporary folk rock era and is inspired by artists like John Mellencamp and James Taylor.

"We are song writers. Right now we are doing a lot of festivals and a lot of opening act work," said O'Toole. "We

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