

The new Mrs. Oktoberfest for this year has a little experience with La Crosse's fall festival...

Florence Aliesch has been involved with the fest for 13 years, including a term as president. But she wasn't expecting the news this June that she would be part of the Oktoberfest royalty. Aliesch, who works in communications at UW-L, was announced as the new Mrs. Oktoberfest Wednesday night at Cartwright Center. As Mrs. Oktoberfest, Aliesch will get to take part in activities that many fest volunteers do not...such as visits to schools and nursing homes.