

Distinguished Alumni award 2007

Debra Lash

1990 Marketing/Retail

Owner, The Wedding Tree and Ace A'Hearts Tuxedos

The 2007 Distinguished Alumni Award recipient is a prominent businesswoman in downtown La Crosse. As owner of The Wedding Tree, Debra Limberg has quadrupled annual sales and grown the store from 2,500 to 17,600 feet since purchasing the business in 1996. The Wedding Tree is now in the top 20 percent of all wedding stores in the nation for annual sales and square footage.



A 1990 graduate of Western's Marketing/Retail program, she maintains a relationship with the college, acting as an advisory committee member for the program, teaching business courses for the college, speaking to student groups about her experiences, and hosting student visits at her store. In addition to her professional responsibilities, she has been involved in hosting two annual black tie fundraising events to benefit local bereavement services and SIDS research. She is also devoted to her three children and has acted as a coach for her daughters' basketball and soccer teams.