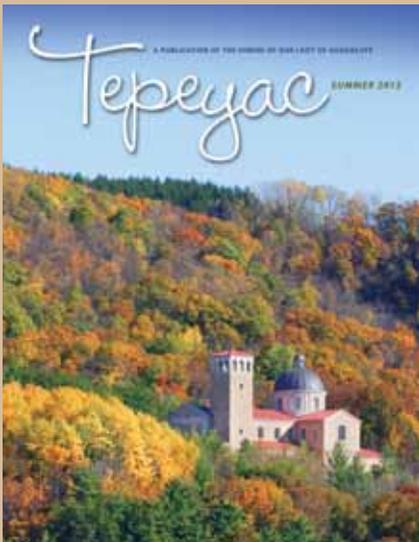


Tepeyac

A PUBLICATION OF THE SHRINE OF OUR LADY OF GUADALUPE

SUMMER 2012





ON THE COVER: The magnificent Shrine of Our Lady of Guadalupe shown nestled among the fall foliage on the side of a bluff. The Shrine Church was solemnly dedicated on July 31, 2008, the sixth anniversary of the canonization of Saint Juan Diego by Blessed Pope John Paul II.

Tepeyac is a publication for the pilgrims, benefactors and friends of the Shrine of Our Lady of Guadalupe, located in La Crosse, Wisconsin. The Shrine of Our Lady of Guadalupe is a place of religious pilgrimage that serves the spiritual needs of those who suffer poverty in body and soul. If you or someone you know would like to receive this publication, please notify the editor using the contact information below.

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We make every effort to ensure the information in *Tepeyac* is accurate. If we have made an error in this publication, please notify the editor.



PHOTO BY DES SIKOWSKI-NELSON

A Word *from the Executive Director*

*G*reetings from the Shrine of Our Lady of Guadalupe!

We are happy to publish *Tepeyac*, our first newsletter in many years. Through the newsletter, we hope to keep friends of the Shrine of Our Lady of Guadalupe informed about what is happening at the Shrine. Our current issue highlights a central focus of the Shrine: *Pilgrimage*.

In our first article, Raymond Leo Cardinal Burke, the Founder of the Shrine and Chairman of the Board of Directors, explains the meaning of pilgrimage. Through a sacramental encounter with God – specifically, through the Sacraments of Penance and Holy Eucharist that are offered through the ministry of the Franciscan Friars of the Immaculate – pilgrims to the Shrine receive forgiveness of their sins and strength to live holy Christian lives. Transformed by God’s grace, they push forward in their pilgrim journey to Heaven.

Last summer, Cardinal Burke announced that, by a grant of the Holy See, pilgrims who visit the Shrine on an organized pilgrimage may now receive a plenary indulgence. We have included a section in this newsletter that explains how a plenary indulgence may be obtained.

For those who would like to visit the Shrine, we provide resources for planning a pilgrimage. Gregory Marco, our Pilgrimage Coordinator, is always ready to help groups to organize a pilgrimage.

The staff of the Shrine of Our Lady of Guadalupe could not prepare for and care for the tens of thousands of pilgrims who visit the Shrine every year without the assistance of generous volunteers. We have included an article about two of the many faithful volunteers who help to prepare the way for pilgrims.

Without the support of generous benefactors, the Shrine would be unable to continue its vital ministry. To assist those who are inspired to support our ministry, we have outlined various opportunities to provide financial support to the Shrine of Our Lady of Guadalupe.

With the guidance of the Board of Directors, the service of the Friars, the collaboration of staff and volunteers, and the generous support of benefactors who strongly believe in the mission of the Shrine, we will continue to labor to bring souls to Our Lord Jesus Christ, through the ministry of the Church and the intercession of Our Lady of Guadalupe.

May Our Lord bless you abundantly, and may Our Lady of Guadalupe ever intercede on your behalf!

In the Sacred Heart of Jesus,

Mr. Leif E. Arvidson
Executive Director
larvidson@guadalupe Shrine.org

EVENTS

FIRST SATURDAY DEVOTION

June 2 | September 1 | October 6
November 3 | December 1

ORGAN RECITAL

June 3 and June 24 | July 8 and 27
August 12 and 26

CORPUS CHRISTI PROCESSION

June 10

SAINT PEREGRINE DAY

June 16

QUEEN OF THE AMERICA'S GUILD CONFERENCE

July 27 - 28

MARIAN FEAST DAY DINNERS

June 27 | August 15
September 8 | December 8

DEDICATION ANNIVERSARY OF THE SHRINE CHURCH AND SAINT JUAN DIEGO GUILD DAY

July 31

CANON LAW CONFERENCE

August 1 - 2

BLESSED MIGUEL PRO, S.J., RELIC INSTALLATION

September 23

TRANSITUS OF SAINT FRANCIS

October 3

SAINT NICHOLAS OF MYRA: A CELEBRATION FOR CHILDREN

December 1

FEAST OF SAINT JUAN DIEGO

December 9

SOLEMNITY OF OUR LADY OF GUADALUPE

December 12

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VISIT OUR **WEBSITE** AND
FOLLOW US ON **FACEBOOK** AND **TWITTER**
www.guadalupe Shrine.org

NEW WEBSITE FOR THE SHRINE OF OUR LADY OF GUADALUPE

WWW.GUADALUPESHINE.ORG

In February, the Shrine of Our Lady of Guadalupe launched a new interactive website that has a strong focus on visual imagery, social media integration, and content delivery. On the website, visitors can learn more about the apparitions of Our Lady of Guadalupe on the American continent in 1531 and the place of shrines and pilgrimages in the devotional life of Catholics, make the initial steps to plan a pilgrimage, listen to audio of homilies and talks delivered at the Shrine of Our Lady of Guadalupe, watch videos, enroll in membership guilds, light votive candles and make donations online, follow the daily happenings at the Shrine on *The Cornerstone* blog, and much more.



SUMMER SITE HIGHLIGHT



Pilgrimage

The Shrine welcomes tens of thousands of visitors annually, including individuals, families, and organized pilgrimage groups. The Shrine of Our Lady of Guadalupe is available to assist you in the organization of pilgrimages for a variety of groups: senior citizens, organizations for men and women, First Holy Communion and Confirmation candidates, school children, and other groups desiring a spiritual retreat.

PILGRIMAGE

Taken in part from the article: "On Pilgrimage to Jerusalem"

Written by Then-Archbishop Raymond Leo Burke for the *St. Louis Review*, March 7, 2008.



PHOTO BY BOB METCALF

Raymond Leo Cardinal Burke
Prefect, Supreme Tribunal
of the Apostolic Signatura

"Pilgrimage... is a deeply spiritual expression of the meaning of life itself, which is a journey from the moment of conception to the moment of death."

Then-Archbishop
Raymond Leo Burke

Pilgrimage is among the most ancient spiritual practices, going back to the Old Testament. Our Lord Jesus Christ Himself went on pilgrimage with His Mother Mary and His guardian, St. Joseph. Every time we pray the Joyful Mysteries of the Rosary, we recall how He was left behind in Jerusalem at the conclusion of a pilgrimage from His hometown of Nazareth, and how Mary and Joseph found Him teaching the doctors of the law in the Temple.

Pilgrimage, in fact, is a deeply spiritual expression of the meaning of life itself, which is a journey from the moment of conception to the moment of death. On pilgrimage, we remember that here on earth, we have no lasting city and that our days on earth, be they many or few, are a journey to the lasting home which our Lord has prepared for us in Heaven (*John 14:1-7*; and *Hebrews 13:14*).

When we go on pilgrimage, we leave the familiar surroundings of our everyday life to journey to a holy place. What do we mean by a holy place? We mean a place in which our Lord or His Blessed Mother or one of the saints has lived or appeared, or a place that has been set aside to the honor of our Lord, His Blessed Mother or one of the saints. At the holy place, a shrine or sanctuary is established, to which the faithful journey on pilgrimage.

Certain hardships are inherent to going on pilgrimage. In other words, a pilgrimage is not a tour or vacation but a spiritual time

to be renewed in faith, hope and charity. Often, reaching the location of the shrine or sanctuary requires special effort. Since most pilgrimages are made in company with other pilgrims, there is also the challenge to practice Christlike charity with our fellow pilgrims. We do not go on pilgrimage as angels but as frail human beings with all of our faults and failings which can try the patience of our fellow pilgrims.

Through daily Mass and the confession of sins in the Sacrament of Penance, pilgrims receive the special graces for their pilgrimage. At the Holy Mass, the pilgrim is reminded of the reason for his pilgrimage and receives the Body of Christ to sustain him on the pilgrimage. Through the Sacrament of Penance, the pilgrim seeks the forgiveness of his sins, of which he becomes conscious and for which he experiences deepest sorrow, as a particular grace of the pilgrimage.

The goal of pilgrimage is to discover the extraordinary nature of our ordinary life because it is lived in Christ and is, indeed, a royal path leading to eternal life. Through the pilgrimage, the pilgrim recognizes anew Christ alive within himself through the outpouring of the Holy Spirit and how the indwelling of the Holy Spirit transforms his ordinary life into something truly extraordinary that anticipates the glory of eternal life with God – Father, Son and Holy Spirit – in the company of all the angels and saints. ~

PLANNING A Pilgrimage

“A pilgrimage is a journey to a sacred place undertaken as an act of religious devotion.

Its purpose may be simply to venerate a certain saint or ask some spiritual favor; beg for physical cure or perform an act of penance; express thanks or fulfill a promise.”

Modern Catholic Dictionary
by Servant of God, Father John A. Hardon, S.J.

To learn more about planning a pilgrimage to the Shrine of Our Lady of Guadalupe, please visit www.guadalupe Shrine.org and download the Pilgrimage Packet. This packet includes information on making a pilgrimage, a schedule of devotions, a sample day of pilgrimage, group menu options in the café and more. Online you will also find a list of local accommodations that provide discounted rates to pilgrims as well as additional information about air and ground travel to the La Crosse area. To ask questions or to schedule a pilgrimage to the Shrine of Our Lady of Guadalupe, please call Gregory Marco, Pilgrimage Coordinator, at (877) 799-4059 or e-mail gmarco@guadalupe Shrine.org.

Gregory Marco, Pilgrimage Coordinator,
speaking with pilgrims on a recent visit to the Shrine Church.



GOD THE FATHER, OIL PAINTING BY CIVIA DA CENCELIANO, CIRCA 1510-17

PLENARY INDULGENCE

WHEN MAY PILGRIMAGES
GAIN THE PLENARY INDULGENCE

1. On August 5, the patronal feast day of the Basilica of St. Mary Major in Rome, with which Pope Benedict XVI has affiliated the Shrine of Our Lady of Guadalupe;
2. On the patronal feast day of the Shrine of Our Lady of Guadalupe: December 12;
3. On all solemnities of the Virgin Mother of God: January 1, March 25, August 15 and December 8;
4. On any day chosen by a pilgrim once a year; and
5. As many times during the year as the faithful are part of an organized pilgrimage to the Shrine of Our Lady of Guadalupe for the purposes of devotion, reform of life, growth in holiness, and greater communion with the Holy Father and all the members of the Church through the intercession of the Virgin Mother of God and Mother of the Church, each of the participants in the pilgrimage may gain a plenary indulgence.

CONDITIONS FOR GAINING THE PLENARY INDULGENCE:

Visit to the Shrine Church, sacramental Confession (within eight days of fulfilling the other conditions), Holy Communion (within eight days of fulfilling the other conditions) and prayer for the intentions of the Holy Father (e.g., Our Father, Hail Mary, Glory Be; or the Creed and an Our Father) during the visit to the Shrine of Our Lady of Guadalupe.



PHOTO BY DEES SIKOWSKI-NELSON

“

*I came to the Shrine
in 2003... and I have
been coming back
two or three days
per week ever since.*

”

– Larry Hubert

Husband and Wife TEAM

I thought I had two more years as a social worker, but circumstances caused me to retire early,” said Larry Hubert, 85, of West Salem, Wis. At the dawn of retirement, Hubert decided to dedicate himself to volunteer work. He found an opportunity at a nearby Cistercian monastery where he tended to the grounds and provided upkeep to the facilities. Then one day Hubert read about the construction of the Shrine of Our Lady of Guadalupe in the local diocesan newspaper. “I came to the Shrine in 2003,” said Hubert, “and I have been coming back two or three days per week ever since.”

“When he first took sight of the Shrine,” said his wife, Barb, “he recognized the need right away to get involved – weeds were growing everywhere!”

“I grew up with gardening,” said Larry, a World War II veteran. “I was involved in 4-H, and gardening was one of the things 4-H kids did. I had a garden, and I grew darn good vegetables in there. My mother had a green thumb and could plant whatever; she just knew what to do. My father would cultivate the land with a horse.”

It was not long before Larry’s wife began to wonder what he was doing with all his time at the Shrine of Our Lady of Guadalupe. “I was curious as to what Larry was doing there, so that is why I am here – out of curiosity,” said Barb.

Barb’s previous experience as a store clerk was a perfect fit for her volunteer work in the Flores Mariae Gift Shop. She prices items, checks out pilgrims at the cash register, and makes sure she knows where gifts and books are located should visitors need assistance. But that is not all Barb does. “When desperate, and no

pilgrims are in the shop, I even dust,” she said.

As a child, Larry and his family also grew flowers. This experience paved the way for him to cultivate what pilgrims to the Shrine of Our Lady of Guadalupe enjoy seeing and smelling every spring and summer: beds of magnificent flowers carefully planted amidst the grounds under his careful watch.

Pilgrims will see a variety of flowers adorning Our Lady’s sacred spaces: petunias in a variety of colors, impatiens, and for the first time, blue lobelias.

“More than once pilgrims have asked me in jest if they can take home our gardener,” said Eugene J. Diamond, Director of Communications and Development. “When I tell them Larry is a volunteer, they are stunned. They were convinced, based upon appearances, that the grounds were maintained by a professional horticulturist.”

While not a professional gardener, Larry loves flowers. It is hard for him to say which one is his favorite. “I had gladiolas, but they didn’t make it through the winter, nor did the dahlias. White petunias are great, as they spread and color well. For the Shrine they are the way to go. Lobelias are also nice.”

Gardening is a release, says Larry. “Giving a little help here and there, pulling a weed here and there, pretty soon, one has a nice garden.”

Whether outdoors or indoors, Larry and Barb Hubert consider their work at the Shrine of Our Lady of Guadalupe a pleasure. They have no plans to stop volunteering any time soon. “Some days arthritis rears its head, but I tie it all to the Cross,” said Larry. —

LEFT: **Larry Hubert**, in early April, preparing one of the gardens on the grounds.

Membership SOCIETIES

❖ *The 1531 Society* PLANNED AND LEGACY GIFTS

The 1531 Society is a community of dedicated donors who have made a legacy gift of any size through a will, trust, charitable gift annuity, life insurance or retirement plan beneficiary designation, or other planned gift. *The 1531 Society* takes its name from the year in which Our Lady of Guadalupe appeared on the American continent.

❖ *The Tilma Society* ENDOWMENT FUND

Members of *The Tilma Society* give financial gifts to the endowment fund, which helps preserve and advance the long-term mission of the Shrine of Our Lady of Guadalupe for years to come.

- Star of the New Evangelization \$10,000 to \$24,999
- Queen of the Americas \$25,000 to \$99,999
- Virgin de Guadalupe \$100,000 to \$249,999
- Patroness \$250,000 and above

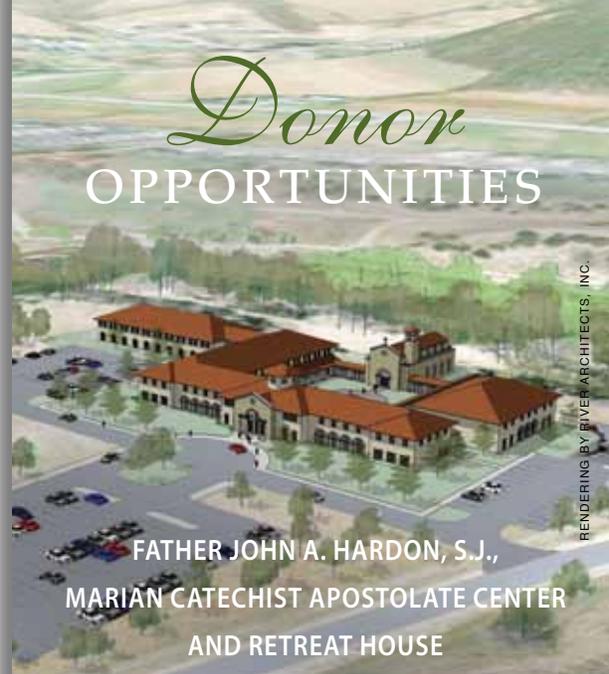
❖ *The Tepeyac Hill Associates* ANNUAL APPEAL

The Tepeyac Hill Associates are critical to the mission of the Shrine of Our Lady of Guadalupe, helping to support the ongoing needs that allow us to welcome pilgrims throughout the year.

- The Pilgrims Circle \$500 to \$999
- The Juan Bernardino Circle \$1,000 to \$4,999
- The Juan Diego Circle \$5,000 to \$9,999
- The Bishop Zumárraga Circle \$10,000 and above

❖ *The Juan Bernardino Fellows* MONTHLY GIVING

The Juan Bernardino Fellows are counted among the most committed supporters of the Shrine of Our Lady of Guadalupe. Fellows help ensure the Shrine of Our Lady of Guadalupe continues to be a fitting place of pilgrimage. This cost-effective and flexible program allows donors to make credit card or bank account donations.



FATHER JOHN A. HARDON, S.J.,
 MARIAN CATECHIST APOSTOLATE CENTER
 AND RETREAT HOUSE

RENDERING BY RIVER ARCHITECTS, INC.

❖
 Sacred Heart of Jesus Chapel
 \$2,500,000

❖
 Bookstore
 \$300,000

❖
 Father John A. Hardon, S.J.
 Archive and Guild
 \$1,000,000

❖
 Father Hardon Room
 \$200,000

❖
 Father Hardon Library
 \$700,000

If you are interested in other funding opportunities for the Shrine of Our Lady of Guadalupe or the building of the Father John A. Hardon, S.J., Marian Catechist Apostolate Center and Retreat House, please contact the Office of Development at donations@guadalupeshrine.org or (608) 782-5440.



Tepeyac

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INSIDE

- 3 Events
- 3 New Shrine Website
- 4 Pilgrimage
- 5 Planning a Pilgrimage
- 5 Plenary Indulgence
- 6 Volunteer Profile: Huberts
- 7 Membership Societies
- 7 Donor Opportunities

JOIN US AT THE SHRINE OF OUR LADY OF GUADALUPE FOR THE SPECIAL

Marian Feast Day Dinners

June 27
August 15
September 8
December 8



PHOTO BY DES SIKOWSKI-NELSON

The Chef

Culina Mariana Café

For more information visit our website.

For reservations contact:

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Reservations Necessary. Limited Seating.

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