

TIDINGS



WELCOME TO THE RIVER FALLS ROTARY CLUB

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The ROTARY Four-way Test

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?

River Falls Rotary Vision Statement:

*“Enhancing Opportunities for
Youth; Creating a Better World
for All.”*

MEETING REPORT

President Heather Logelin called the meeting to order. Scott Morrisette shared a devotion, after which Heather led the pledge, 4-way test and club mission statement.

GUESTS:

Nancy Miller, River Falls Public Library
Ana Novoa, Exchange Student

ANNOUNCEMENTS:

THANK YOU: Heather read heartfelt thank-you notes from the River Falls Robotics and Forensics Clubs.

ROSE PARADE: We have sent our annual contribution of \$100 to support the 2018 Rose Parade Float, “Planting the Seeds of Service.” Watch for it on New Year’s Day and tell your kids and grandkids that you helped pay for it!

STRIVE: STRIVE meets Wednesday @ 11:25 at RFHS.

5:01 CLUB: Don’t forget the 5:01 Club this Thurs, 11/16 at Juniors. Mark your calendars for this “third Thursdays” event!

NEWS COVERAGE: Heather thanked PR Chair Linda Yde for the great press coverage of World Polio Day, Rotary Readers and our Youth Exchange Students.

SAVE THE DATE: Plan to attend the District Mid-Term on Sat, 1/13 and the Conference of Clubs Thurs-Fri, 4/19-20!

FORWARD FOUNDATION: Elaine invited all to the Forward Foundation’s holiday concert on Sun, 12/3 at 3pm. Tickets are \$15/\$10 for students/seniors.

JUMP START FOR LITERACY: Tony P. invited everyone to the library at 6pm tonight for “E is for Eating.”



John Kremer was recognized for cumulative contributions of \$2,000 to The Rotary Foundation with a “Paul Harris +1” pin.

HAPPY BUCKS: Brian collected Happy Bucks for the start of hockey season, Badger and Packer wins, guests, missed meetings, general happiness and:

- Randy enjoyed a family get-together celebrating his grandson’s confirmation;
- Kari is hoping winter holds off a bit longer so she can finish her yard work;
- Randy remembered Eddie Jenkins, who managed the clinic in River Falls for many years, and then Mary’s Café;
- Jamie appreciated that he can miss a few meetings and not be “in the doghouse;” he had a good excuse, he was at Disney with kids and grandkids;
- Jamie encouraged us all to thank an educator this week, during “American Educator Week;”
- Tony J. took a Guatemalan to The West Wind for her birthday and then was part of her child’s baptism on Sunday;
- Dean is celebrating the 130 international students at UW-RF and encouraging students to consider studying abroad;
- Rick appreciated the Veteran’s Day program at Meyer Middle School;
- Kari appreciated Rotary’s support to purchase books for struggling and low-income readers at Westside Elementary;
- Terry’s granddaughter set her classmates straight that Terry is her “Grandma T,” and “Terry” to others;
- Elaine encouraged everyone to see Beauty and the Beast at RFHS;
- Linda invited everyone to the UW-RF trombone choir concert, some “really good music and not so bad musicians;”
- Steve S. is headed to Fenway Park to watch his eldest grandson play football;
- John recalled spending January and February when he was 17 under his car – and here he is 49 years later, doing the same thing;
- Gorden encouraged everyone to continue giving to TRF even beyond achievement of the Paul Harris Fellow;
- Bill welcomed Nancy, director of “the best library in all of Wisconsin.”

Rotary is an organization of business and professional men and women united worldwide who provide **humanitarian** service, encourage **high ethical standards** in all vocations, and help **build goodwill and peace** in the world."

Rotary



www.rotary5960.org – check out the great things in our district!

NANCY MILLER, "YOUR PUBLIC LIBRARY"

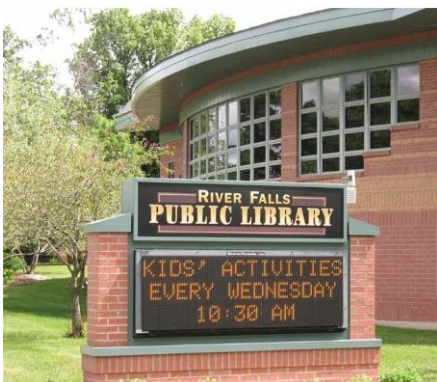
Nancy Miller started by reminding the club that she works for your public library, which – in her opinion – is the best thing we do with local tax dollars. The library is celebrating 20 years in the current building; she worked 14 years in the old building prior to the move. People often tell her that the library is one of the reasons they chose to locate in River Falls; they look at the schools and universities and other amenities, but the library is an important factor.

The library's visitor count is about 180,000 – "not bad for a community of 15,000" – and this doesn't include those just coming for a meeting, etc. Circulation is decreasing at libraries across the nation; people are using their phones and computers to get information they might have previously found at the library. Nancy has been director of the library since 2001. One of her goals – a metric she pays attention to – is the extent to which the library functions as a "community center." Libraries help create an even playing field for all, including closing the digital divide for those who do not have access to computers, smart phones, etc. The library not only provides free wi-fi, but also offers computers and "hot spots" with unlimited data that patrons can check out and use from home. The library is increasingly offering STEAM (Science, Technology, Engineering, Art, Math) programming for both children and adults. The library provides many innovating offerings, including book club in a bag, community jig saw puzzles, bird watching and "rock hound" backpacks, etc.

Libraries need to be flexible, fluid and adaptable, providing people with what they need and what they want. They are in the midst of a strategic planning process, and have been asking community members four key questions:

- 1) What do you love about the River Falls Public Library?
- 2) What is a community need that you think the library can help meet?
- 3) If you could change or improve one thing about the library what would it be?
- 4) What does the future of the River Falls Public Library look like to you?

What came from this survey was that people wanted to maintain the great staff; increase library accessibility and affordability; increase programming; increasing the library's role as a gathering space for the community; and increasing access to technology, etc. Their next step is to map out goals and steps for each of these five areas to meet each of these community priorities. At the same time, they continue to invest in ongoing maintenance and capital improvements, and are talking about a second capital remodeling project that would, among other things, create a "maker space." The biggest complaint at the library is that there is nowhere to park. They have purchased the three houses on Union Street east of the library, and are hoping to use that for a larger parking lot.



The River Falls Library Foundation provides funding for things that cannot be funded with tax dollars. As an example, they provide \$10,000 each year for technology; this is the money that funded the library's computers, hot spots, projectors, etc. They funded half of the \$25,000 sign in front of the library. They purchase best sellers and provide grants to partners like Jump Start for Literacy. They underwrite the summer reading programs and special exhibits at the library, including an "awkward family photos" exhibit planned for 2018. They also spearhead fundraising for projects like the completion of the lower level.

Nancy's biggest "want" is a small 100-200 seat auditorium. This could be used for business meetings, educational and cultural presentations, training sessions, author talks, musical performances, community theater, film series, etc. Other "wish list" items include a small electric van that could be used as a book-mobile to have a presence at community events; story walks and story gardens; etc.



PROGRAM SCHEDULE

NOVEMBER

- Nov 7** Jill Krentz, *Introductory Talk*
- Nov 14** Nancy Miller, *River Falls Public Library*
- Nov 21** Club Assembly: *2017-2018 Budget*
- Nov 28** Rotary District 5960 *Foundation Committee*

DECEMBER

- Dec 5** Hossein Najafi, PhD, *Data Science AKA "Big Data"*
- Dec 12** Land O' Lakes *Winfield Solutions*
- Dec 19** Emma Becker, *Rotary Human Trafficking Task Force*
- Dec 26** NO MEETING – MERRY CHRISTMAS!

Have a Program idea? Talk to Heather or Chris to schedule it!

DEVOTIONS, SET-UP AND TAKE-DOWN

Set Up / Take Down	
Nov 7	Engelhart & Morrissette / Engelhart & Leitch
Nov 14	Maplethorpe & TBD/TBD
Nov 21	Baumann & Borchardt
Nov 28	McKay & Krentz / McKay & TBD
Dec 5	Thoennes & Yed / Krentz & Pedriana
Dec 12	Jilek & TBD/Jilek & TBD
Dec 19	TBD/TBD
Dec 26	NO MEETING!

DEVOTIONS	
OCT-DEC	
Oct	3 Cheryl Maplethorpe
	10 Ted Marsh
	17 JW Matheson
	24 Terry McKay
	31 Brian McQuade
Nov	7 Greg Miller
	14 Scott Morrissette
	21 Bill Montgomery
	28 Carole Mottaz
Dec	5 Paul Moe
	12 Scott Nelson
	19 Max Neuhaus
	26 NO MEETING

NOTE: If you are unable to attend, please make arrangements to have these responsibilities covered. Ideally you would find someone to trade with. *If you make a trade, please let the Tidings editor know.*

Rotary
District 5960



OFFICERS

- President: Heather Logelin
- President Elect & Secretary: Rick Wilson
- President Elect Nominee: Chris Blasius
- Past President: Brian McQuade
- Treasurer: Jason Fredrickson
- Executive Secretary: Jill Bakalich

COMMITTEE CHAIRS

- Finance: Rick Wilson
- Administration: Chris Blasius
- Membership: Terry McKay
- Public Relations: Linda Yde
- Club Service: Rick Heuertz
- Foundation: John Kremer

OTHER CONTACTS

- Youth Exchange: Elaine Baumann
- Youth Protection: Linda Yde
- Sergeant at Arms: JW Matheson
- Newsletter: Heather Logelin

PAST PRESIDENTS

- 1999: Tom Bloom
- 2000: Gorden Hedahl
- 2001: David Brassfield
- 2002: Randy Cudd
- 2003: Bill Montgomery
- 2004: Tom Palmer
- 2005: Connie Foster
- 2006: Steve Schroeder
- 2007: Carrie Fisher
- 2008: Kevin Pechacek
- 2009: Diane Odeen
- 2010: Tom Garfin
- 2011: Carole Mottaz
- 2012: Dale Jorgenson
- 2013: Elaine Baumann
- 2014: Scott Morrissette
- 2015: Rosanne Bump
- 2016: Briand McQuade

ROTARIAN OF THE YEAR

- 2003: Tom Bloom
- 2005: Tom Garfin
- 2006: Dale Jorgenson, Jerry Tack & Kevin Pechacek
- 2007: John Kremer
- 2008 & 2009: Carole Mottaz
- 2010: Debbie Griffin
- 2011: Gorden Hedahl
- 2012: Pat O'Malley
- 2013: Bill Montgomery
- 2014: Vince Seidling
- 2015: Terry McKay
- 2016: Thomas Pedersen
- 2017: Elaine Baumann

Last	First	Work	Home	Email	Classification
Agrimson	Josh	425-6732	425-2172	agri0003@umn.edu	Dentist
Baumann*	Elaine	425-1835	425-5727	elaine.baumann1@gmail.com	High School Administration Retired
Benson	Jamie	425-1800	715-307-4869	jamie.benson@rfsd.k12.wi.us	School Administration
Blasius	Chris	425-2533	426-2053	chris@rfchamber.com	Chamber Executive
Bluhm*	Samantha	651-470-3252	425-0003	samanthabluhm@icloud.com	Writer/Life Coach
Boles*^	Joe	425-7281	425-6540	josephdboles@gmail.com	Judge
Borchardt	Traci	715-245-6877		tborchardt@proactinc.org	Job Developer
Cicchese	Larry	425-6179	425 6179	larrycicchese@baumanpcpa.com	Accountant
Cudd*	Randy	715-377-4747	425-9102	Randy@randycudd.com	Real Estate-Sales
Engelhart	Steve	426-1039	651-363-1444	sengelhart@rivertowns.net	Advertising
Fredrickson*	Jason	426-2090	715-550-7673	jason.l.fredrickson@gmail.com	Accountant
Hedahl*+	Gorden	715-821-0614	426-6082	ghedahl@comcast.net	Higher Ed Fine Arts Retired
Heuertz	Rick	Retired	715-629-7157	rheuertz@comcast.net	Retired
Humbert	Rita	425-1815	651-346-1946	rita.humbert@rfsd.k12.wi.us	Elementary Ed Administration
Jilek	Tony	Retired	425-8923	ajilek@comcast.net	Higher Ed Ag Sciences
Johnson*	Jeff	426-3177	425-1444	jjohnson@fnbrf.com	Banking
Jorgenson*	Dale	Retired	425-2786	rjrld@yahoo.com	Laser Marking Retired
Kremer*	John	612-590-9540	381-9799	john@kremerservices.com	Automotive Dealer Retired
Krentz	Jill	612-817-6342	715-273-4029	jillpk@hiddenpine.com	Photographer
Laule	Brian	800-607-3030		brian@byeoff.com	Attorney
Leitch*	Steve	425-0159	425-8044	steve@leitchinsurance.com	Insurance Sales
Logelin*	Heather	715-307-6001	381-2788	heather.logelin@allina.com	Community Health & Philanthropy
Maplethorpe	Cheryl		715-307-8036	cheryl.kav.maplethorpe@gmail.com	Higher Education - Retired
Marsh	Ted	425-6309	651-442-8982	inhispresents@hotmail.com	Clergy
Matheson*	J.W.	715-386-1155	952-807-6877	jwmatheson@catalvstsportsmedicine.com	Sports Medicine
McKay*	Terry	651-210-5669	425-1109	terry@terrymckay.com	Real Estate Sales
McQuade*	Brian	715-307-7879	715-386-4454	bjmquade@gmail.com	Financial Advisor
Miller	Greg			gmliller@vibranthealthclinics.com	Medicine
Moe	Paul	425-8294	715-441-2382	paulandlorimoe@gmail.com	Business Administration
Montgomery*+	Bill	Retired	425-5426	wml13@pressenter.com	Clergy
Mottaz	Carole	Retired	425-7903	mottaz@pressenter.com	Higher Education
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Nelson	Scott	426-3534	952-797-3753	snelson@rfcity.org	Fire Chief
Neuhaus*	Max	425-7281	715-410-7296	max@rodlibeskar.com	Attorney
Nylander*+	Virgil		425-6277	nylandervirgil@comcast.net	Higher Ed Administration Retired
O'Malley	Pat	425-9882	425-9882	info@kilkarnevhills.net	Aviation Retired
Odeen*	Diane	612-309-6731	426-5325	dodeen@gmail.com	Attorney at Law
Owens	Bob	715-245-0028	426-9291	bobowens.rf.wi@gmail.com	Computer Consulting
Owens	Kari			kari.owens@rfsd.k12.wi.us	K-12 Education
Page	Alison	715-684-1100	612-810-3918	alison.page@wwhealth.org	Healthcare Administration
Pechacek*^	Kevin	425-8100	426-2036	kevin@thewestwind.com	Restaurateur
Pedersen	Thomas	425-4555	920-203-0776	thomaspedersen26@hotmail.com	Higher Ed-Student Services
Pedriana*	Tony	Retired	715-220-2942	anaped44@sbcglobal.net	School Administration Retired
Piegras*	Marti	425-6177	425-2077	marti@steroixgas.com	Utilities Management
Ross* ^	Dan	425-9011	425-9061	dross@rosscm.com	Construction-Manager
Russell	Matt	426-3115	425-9293	mrussell2112@msn.com	Banker
Schroeder*	Steve	612-817-6626	425-1704	icasws@comcast.net	Insurance/Finance
Simpson	Scot	426-3402	629-7350	ssimpson@rfcity.org	Public Administration
Thoenes	Karla	425-4666	701-799-0473	karla.thoenes@uwrf.edu	Higher Ed Residence Life
Thompson	Mike	715-529-1910	425-8897	thompsonmd61@gmail.com	Sales
Van Galen	Dean	425-3201		dean.vangalen@uwrf.edu	Higher Ed Administration
Wilson	Rick		715-629-7723	rwilson231@aol.com	Materials Engineer
Wulf*	Wayne	866-559-1800	426-1800	Wayne.S.Wulf@ampf.com	Financial Services
Yde	Linda	Retired	425-0080	lmjde@dishup.us	Health Care Administration
Young	Gordie	425-0909		gordie2000us@yahoo.com	Law Enforcement
Young*	Jodie	425-8788	386-2402	info@bakken-young.com	Funeral Director
Zimmerman	Shannon	426-9505	651-492-3336	szimmerman@sajan.com	Language Translation

*Members indicated with an asterisk are Paul Harris Fellows at this time. PH Fellows have contributed more than \$1000 US to the Rotary Foundation.

+ Indicates members who are also Rotary Benefactors, leaving at least \$1000 to the Rotary Foundation in their wills.

^ Indicates members who do not attend weekly meetings but participate in other club projects and activities.