

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 Nelson shared a devotion, after which Heather led the pledge, 4-way test and club mission statement.

GUESTS:

Greg Dahl, WinField United
James Culp, Land O'Lakes
Ana Novoa, Exchange Student

ANNOUNCEMENTS:

FINANCE COMMITTEE: The finance committee meets at 7am Friday at the hospital. All are welcome.

DISTRICT SURVEY: If you haven't already, please take the Rotary District 5960 Membership Survey. It's important that we have feedback from as many of you as possible!

ELECTION NEXT WEEK: At next week's meeting, we will be electing our president-elect nominee for 2018-2019. We have one declared candidate - JW Matheson!

SHARING FAMILIES: Matt thanked everyone for their generosity, noting that gifts not to FNB by noon today need to be brought directly to the Journal by EOD Wednesday.

JUMP START: Tony P. invited all to Jump Start for Literacy's holiday event tonight at the River Falls Public Library.

YOUTH EXCHANGE: Elaine reported that a record 88 prospective outbound youth exchange students were interviewed Saturday. We are being asked to consider hosting a second student next year. If you have an opinion about this, let us know!

BON VOYAGE: Farewell to Gorden, who heads out later this week for a five month journey with Jean!

SAVE THE DATES:

- 5:01 Club = Thurs, 12/21 @ Junior's
- District Mid-Term = Sat, 1/13
- Club Gala = Fri, 2/23
- Conference of Clubs = Thurs-Fri, 4/19-20

HAPPY BUCKS: JW collected Happy Bucks for the Belize project, Packers, guests, missed meetings, general happiness and:

- Dale's granddaughter, Hannah, is in the hospital with a bad case of the flu;
- Gorden heads out late this week for a five-month journey;
- Steve L. is headed to AZ to celebrating his father's 80th birthday;
- Jason is looking forward to cold weather so he can flood the ice rink in his yard;
- Scott M. is struggling to find a used car for "freeloader number two;"
- Randy remembered polishing his shoes with floor wax when in the ROTC;
- Tony J. shared a joke from his grandson, "What is the lion's favorite Christmas carol? Jungle bells!"
- Matt thanked everyone for their generous support of Sharing Families.
- Scott N.'s step-daughter is graduating from UW-RF on Saturday.
- Brian L. is listening closely today, as his wife works at Land O' Lakes!
- Bill helped the economy yesterday with some significant sale shopping;
- Terry's grandson left yesterday for the Marines; he will call to say he arrived safely, and then nothing for 13 weeks;
- Rick enjoys ice skating at Hunt Arena;
- Jill has a photo in the Western Wisconsin Photography Club's exhibit at the Phipps in Hudson;
- Tony P. asked JW to "bring back the puns!"
- Cheryl will winter in Seattle, back the first week of April;
- Linda's father-in-law is done suffering after battling Parkinson's;
- Elaine enjoyed time working and playing in Colorado;
- John is still working to put together a "study trip" to explore potential projects in Belize, Nicaragua, etc. and is hoping a younger 40- or 50-something member will join him;
- Heather had a shot of "perspective" when she learned her 46 year-old friend is pregnant with her first baby!

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**

Rotary



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

GREG DAHL, WINFIELD UNITED

Greg Dahl opened by noting that Winfield United has actually been in River Falls for 30 years! Greg has been with WinField for 20 years. WinField is a part of Land O'Lakes, which is known for its dairy products. Land O'Lakes also owns Purina's animal nutrition and feed lines (excluding dogs and cats) and Land O'Lakes SUSTAIN, which is focused on making all of their businesses with much better stewardship. As part of Land O'Lakes, they are owned by the farmers, so their focus is on making life better for farmers – a great place to be!



Land O'Lakes is a Fortune 500 company with 290 facilities across all 50 states and 50+ countries. They have 10,000 employees and are the 3rd largest US member-owned cooperative. Their goal is to feed 9.5M people by 2050. They are focused on innovation and growth – for our people and our business. They are rounded in the values on which they were founded. They are purpose driven – this is about feeding the world.

WinField United is a crop protection, seed marketing and professional products company. It is actually eight businesses working together. Seed, CPP, FGI, ag technology, R&D, Omnium, equipment, and professional products/retail. They have numerous proprietary brands and services, most of which started at the UW-RF Lab Farm. WinField's relationship with UW-RF goes back to 1987. Working together, they have researched and brought to market more than 60 products. WinField has now grown to cover 25-30% of all US farmland. They are the 4th largest seed company and the number one Crop Protection Products (CPP) wholesaler in the US. WestField's Answer Plot Program works with more than 4000 acres at nearly 200 sites across the US to test different products. As an example of the products they produce, Greg talked about InterLock, a product that is added to spray solution to help get the treatment chemicals distributed evenly, making it beyond the top leaves and reducing "off target movement," chemicals going places they weren't intended.

WinField's new facility in the industrial park north of River Falls is their Innovation Center. They also have a field building at the Lab Farm where they store much of their machinery. They used to do all of their work out of the lab farm, where they had "half a chicken coop and half a machine shed." It was basically a two-person operation with college students helping out; they now have 30 people working at the Innovation Center. Many of them are local people and UW-River Falls alumni. The greenhouse at the Innovation Center enables them to do things earlier and at a much smaller scale than what was possible at the Lab Farm. The "wind tunnel" provides space to test products like InterLock and the lab space enables innovative experimentation. They are also developing technology useful to farmers, including mapping, monitoring and forecasting applications.

In response to a question, Greg acknowledged that there have been problems with misuse and overuse of chemicals; while they continue to partner with companies like Monsanto, they are also working with farmers on how to farm smarter as they are pressed to produce more food on less acreage. In addition to more effective use of chemicals, ag technology is also being developed; innovations like weeding robots are likely to be part of farming in the future. Learn more at www.winfieldunited.com.





PROGRAM SCHEDULE

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!***

JANUARY

- Jan 2 TBD***
- Jan 9 Ronna Ellis, Assistance & Resource Center***
- Jan 16 TBD***
- Jan 23 TBD***
- Jan 30 TBD***

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

DEVOTIONS, SET-UP AND TAKE-DOWN

Set Up / Take Down
<u>Nov 7</u> Engelhart & Morrissette / Engelhart & Leitch
<u>Nov 14</u> Maplethorpe & TBD/TBD
<u>Nov 21</u> Baumann & Borchardt
<u>Nov 28</u> McKay & Krentz / McKay & Morrissette
<u>Dec 5</u> Thoennes & Yde / Krentz & Pedriana
<u>Dec 12</u> Jilek & Cudd/Jilek & TBD
<u>Dec 19</u> Heuertz & Owens / Heuertz & Pedersen
<u>Dec 26</u> NO MEETING!
<u>Jan 2</u> Baumann & TBD
<u>Jan 9</u> Heuertz & TBD
<u>Jan 16</u> McKay & TBD
<u>Jan 23</u> Borchardt & TBD
<u>Jan 30</u> Jilek & TBD

DEVOTIONS	
NOV-JAN	
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
Jan	2 Virgil Nylander
	9 Pat O'Malley
	16 Diane Odeen
	23 Bob & Kari Owens
	30 Alison Page

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	rvtlnd@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@leitichinsurance.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	wml3@pressenter.com	Clergy
Mottaz	Carole	Retired	425-7903	mottaz@pressenter.com	Higher Education
Morrisette*	Scott	715-246-8162	715-307-2335	smorrisette@msn.com	Banking-Commercial
Nelson	Scott	426-3534	952-797-3753	snelson@rfcity.org	Fire Chief
Neuhaus*	Max	425-7281	715-410-7296	max@rodlibeskar.com	Attorney
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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
Thoennes	Karla	425-4666	701-799-0473	karla.thoennes@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.