

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

GUESTS:

Ed Robins, Belize Project
Hossein Najafi, PhD, UW-RF

ANNOUNCEMENTS:

FOUNDATION GIVING: John reminded everyone that gifts to your Rotary Foundation are tax-deductible, at least for now - consider a year-end gift!

SHARING FAMILIES: Please remember to bring your gifts for Sharing Families next Tuesday, 12/12. Thanks in advance for your help!

FUTURE PRESIDENT SOUGHT: We are seeking candidates for President-elect Nominee for 2018-2019; this person would be Club President in 2020-2021. If interested in learning more, let Heather or Rick W. or Chris know!

GALA PLANNING: Tracy has convened the Gala planning committee, which will meet immediately after today's meeting. If you can help out, please let her know!

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

LIBRARY OPEN HOUSE: All are invited to the River Falls Public Library's open house events this Thurs, 12/7!

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

- Linda enjoyed making candy with her daughter on Saturday;
- Ed appreciates the opportunity to share an update on the Belize project;
- Karla is happy about the snow!
- Steve S. is happy he opted to drive back from Madison yesterday;
- Bill is mourning the death of a dear friend's sudden wife and his daughter-in-law's sudden job loss;
- John's wife wants a vacuum cleaner and dishwasher for her birthday, a sure sign they've been married too long, as he knows she won't use either one;
- Paul's second grandson was born a month ago at nearly nine pounds;
- With three kids under age six, Brian L. is "knee deep in Christmas and hockey;"
- Rick survived the brief power outage;
- Chris is hoping for white Christmas;
- Scott N. celebrated National Cookie Day at Meme's;
- Gordy appreciated his garage;
- Terry and Georgia (her car) have decided that neither one of them is getting hurt this winter;
- Tony J. was up north digging post holes on December 2 - unbelievable - and got safely to and from his brother's wife's funeral;
- Dean is looking forward to commencement a week from Saturday;
- Scott M. provided a testimonial for Steve Leitch, noting that if you don't get your insurance from him, you're missing out;
- Randy had a spectacular weekend in Hiltonhead;
- Jason spent most of the weekend driving the Zamboni at the Wildcat Center;
- Steve waned John that one appliance can easily become an entirely new kitchen;
- Gordon is preparing for his six-month traveling adventure;
- Dale thanked fate for putting him face-to-face with an IHOP;
- Heather appreciated the Turningpoint fundraiser last Thursday.



Thank you to our speaker, Hossein Najafi, PhD! Dr. Najafi is pictured with UW-RF Chancellor Dean Van Galen and River Falls Rotary Club President Heather Logelin.

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!

HOSSEIN NAJAFI, PhD, DATA SCIENCE

Data science is really “finding the needle in the haystack.” A data scientist is the person who has the skill set to go and look at data through algorithms and come up with information. (Without interpretation, the data is meaningless.)

Data science is a relatively new – but huge – field of study. It is emerging now for three reasons: data volume, computational power, and advancements in machine learning.

- Data volume: Over the past two years, we have produced more data in the entire history of humanity – and that data is readily available. As an example, as recently as ten years ago, if you wanted to put together a research paper on predicting tornadoes, you would have had to “dig deep” for that data; now that data is only a Google search away.
- Computational power: You have amazing computational power in your own personal devices; you no longer need a computer to compute, instead going to Amazon to secure a “CPU in the cloud.” As your needs grow, you can grow the size of your cloud, and you no longer need to have your own engineers to make this happen.
- Advancements in machine learning (AKA artificial intelligence or “AI”): The artificial intelligence powers of the iPhone X are something not even data scientists imagined ten years ago. Every time you talk to Siri, you are using AI. Every time Amazon suggests items to you, you are using AI. Google is now sophisticated enough that it can annotate images; it can take a photo of two boys playing at a beach and label it “two boys playing at the beach.”

AI applications include facial recognition, autonomous vehicles, Google ads, personal assistants, filtering algorithms/news feeds (including applications to try to identify “fake news”), recommendation engines, optical character recognition, political campaigns, predictive policing and surveillance systems.

We should not underestimate the impact that data science will have on our lives. Think about how much has changed in the past 20 years, when the internet was still relatively new; the change over the next 20 years with the impact of data science will be much more significant.

“Data scientist” is now considered to be the #1 job in America, and graduates are in high demand. IBM projects 2.7 million data science jobs by 2020; the average salary for these jobs is \$113K nationally and \$93K in our region. To be a good data scientist, you need three things: (1) an appetite for problem solving and logical thinking, (2) an appetite for statistics and math, and (3) an interest in something else. That “something else” can be anything, it’s just important that you have an interest in an area outside of data scientist. If you know a student or child with an interest in these three areas, you will be doing them a favor by encouraging them to consider data science. It is not only a field with great opportunity, but also one filled with great innovation.

UW-RF is the only school in the UW system that offers a data science undergraduate degree. The program started last fall; they have 45 students in the program. Core elements of the program include computer science and math, with options in business, finance, accounting, management, marketing, economics, GIS, etc. One of the biggest challenges with the undergraduate program is that prospective students don’t yet know about it.

Learn more about the UW-RF data science degree program at <https://www.uwrf.edu/CBE/Programs/Data-Science-Degree.cfm>.



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.*



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	wml13@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.