

# 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 Brian McQuade called the meeting to order. Rick Wilson shared a devotion, after which Brian led the pledge, 4-way test and club mission statement.*

### GUESTS:

Roz Schnick, Rotary Club of La Crosse  
Mary Sue Ash, United Way  
St. Croix Valley Success By 6  
Paul Shepherd, System Director for  
Student Development and Student  
Services, Minnesota State Colleges  
and Universities

### ANNOUNCEMENTS:

#### **RELAY FOR LIFE:**

Matt Russell reminded members to sign up to help at the spaghetti supper fundraiser at the Relay for Life next Friday, 3/24.

#### **DISTRICT CONFERENCE:**

The Rotary District 5960 Annual Conference is April 27-29 in St. Paul. <http://www.rotary5960.org/dc2017/> Register for as much or as little as you're able to attend. Interested? Let Heather or Brian know ASAP.

#### **STRIVE MENTORS NEEDED:**

Tony announced that additional STRIVE mentors are needed. If interested in learning more about this unique opportunity to have an impact on the life of a high school student, let Tony know.

#### **BOARD MEETING:**

The club board will meet tomorrow (Wednesday) at 7am at Ezekiel Lutheran Church. All are welcome!

**HAPPY BUCKS:** JW collected Happy Bucks for the Badgers, visitors, general happiness, missed meetings and:

- JW and his family had a great weekend skiing in Bozeman.
- Paul had a nice week in 95 degree Scottsdale, Arizona.
- Greg is excited that his daughter is headed to Oaxaca, Mexico, for the summer exchange program.
- John wondered why he's back from five weeks in Houston.
- Annette encouraged everyone to attend the Rotary District Conference.
- Heather's daughter's Girl Scout troop has lots of cookies left to sell.
- Elaine is excited about the deer, turkeys and first full day of spring.
- Chris suggested that those who would like to avoid waking to a purple toilet in their yard consider a donation to the Relay for Life.
- Terry enjoyed a chilly St. Patrick's Day.
- Brian's three boys, ages four (twins) and six, are trying hockey.
- Scott N. enjoyed watching the ice go out for a second time on Goose Lake, counting 84 eagles.
- Dean is happy to have students back on campus after spring break.
- Randy reminisced about the 41" Northern Pike he caught ice fishing in Goose Lake.
- Thomas lamented that Denmark is no longer the happiest in the world; they were edged out by Norway this year.
- Jason enjoyed taking his kids to the UWRF hockey quarterfinals.
- Dale's wife is on her way to Madison to testify in support of legislation expanding the scope of practice for dental hygienists.
- Brian is down \$20 after finding a purple toilet in his yard; he asked them to take it to the Morrisettes, then learned that's where it came from.

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



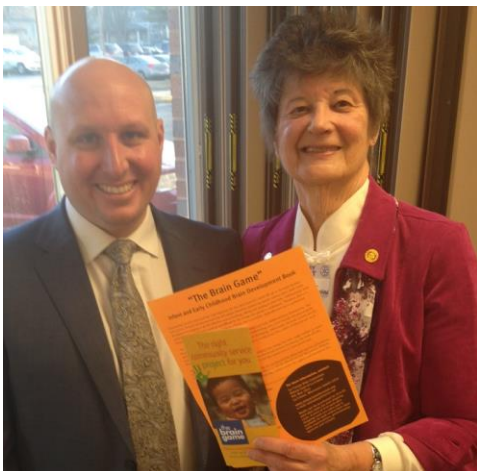
[www.rotary5960.org](http://www.rotary5960.org) – check out the great things in our district!

## ***ROZ SCHNICK, THE BRAIN GAME***

### *The Brain Game*

<http://www.rotarybraingame.com/>

*"The vision of The Brain Game is to provide a user-friendly early childhood development resource to parents of newborn children worldwide."*



*Brian McQuade, Rotary Club of River Falls  
Roz Schnick, Rotary Club of Lacrosse  
[RozSchnick@centurytel.net](mailto:RozSchnick@centurytel.net)*

Roz Schnick's husband passed away five years ago; she has dedicated the rest of her life to honoring his memory. Her work on Rotary's "The Brain Game" is part of that commitment. The vision of The Brain Game is to provide a user-friendly early childhood development resource to parents of newborn children worldwide. Roz noted that even fierce Masai warriors greet others with, "And how are the children?" Their goal is to get The Brain Game to every child around the globe.

There is extensive literature supporting the impact children's earliest experiences have on brain development. "From the moment of birth, young children's brains develop within the context of reciprocal, responsive relationships with their primary caregivers." The first three years are particularly important, as this is the most sensitive period for learning. It is essential that caregivers – parents, grandparents, day care providers – understand this science and engage with infants in ways that support early brain development.

The Brain Game traces its roots to a presentation about 20 years ago by Dr. Nan Brian, who was the director of the Wisconsin Council of Children and Families. Members of the Rotary Club of La Crosse were motivated to form a committee focused on getting information about early childhood brain development out to parents and families. They engaged the two health systems that have a presence in the community and spent two years developing a book called "The Brain Game: Fun ways to help your baby's mind grow." They initially provided a copy to the mother of each baby born at the two medical centers; feedback from survey respondents indicated that the book was both informative and useful.

The book, which is available in both English and Spanish, includes not only information about brain development, but also about other topics that can be challenging to new parents, including sleep, breastfeeding, car seat safety and child care. It also includes a "calendar of firsts," which is a helpful record for subsequent conversations with health care providers.

The La Crosse Rotary Club has distributed about 90,000 copies of the book and is looking for additional partners to help with additional distribution. The Brain Game's board has developed a 3-year strategic plan to support its goal to get the book into the hands of every child around the globe. They are working on eBook and mobile app conversions, making the book widely available to anyone with a tablet or smartphone. They are also working with the United Way of La Crosse's Early Childhood Collaborative, and exploring the possibility of partnering with the St. Croix Valley United Way's Success By 6 initiative.



**PROGRAM SCHEDULE**

**MARCH**

- Mar 7** *Jay Matchett, Our Neighbors Place*
- Mar 14** *Dave Engstrom & Jim Cooper, Habitat for Humanity*
- Mar 21** *Roz Schnick, The Brain Game*
- Mar 28** *Bruce Siebold, Eighty Acres Photography*

**APRIL**

- Apr 4** *Jim Schreiber, Plantables*
- Apr 11** *Melissa Kosse, Make it OK*
- Apr 18** *TBD*
- Apr 25** *Jeff Johnson, First National Bank*

**Have a Program idea? Talk to Bill Montgomery to schedule it!**

**DEVOTIONS, SET-UP AND TAKE-DOWN**

Set Up / Take Down
<b>Mar 7</b> Benson & Schroeder
<b>Mar 14</b> TBD / TBD
<b>Mar 21</b> Cudd & Fredrickson/ Jilek & TBD
<b>Mar 28</b> McKay & Odeen / Fodroczi & Odeen
<b>Apr 4</b> TBD / TBD
<b>Apr 11</b> TBD / TBD
<b>Apr 18</b> TBD / TBD
<b>Apr 25</b> TBD / TBD

DEVOTIONS MAR-MAY		
Mar	7	Dean Van Galen
	14	TBD
	21	Rick Wilson
	28	Wayne Wulf
Apr	4	Linda Yde
	11	Gordie Young
	18	Jodie Young
	25	Shannon Zimmerman
May	2	Josh Agrimson
	9	Elaine Baumann
	16	Jamie Benson
	23	Chris Blasius
	30	Sam Bluhm

**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



**2016-2017 OFFICERS**

- President: Brian McQuade
- President Elect: Heather Logelin
- Vice President: Rick Wilson
- Secretary: Drea Fults
- Past Pres.: Rosanne Bump
- Treasurer: Jayson Fredrickson
- Exec. Secretary: Peggy Chukel

**2016-2017 DIRECTORS**

- Community: Matt Russell
- International: Tony Jilek
- Club Service: Thomas Pedersen
- Vocational: Rosanne Bump
- Youth Protection: Linda Yde
- Youth Exchange: Elaine Baumann
- Public Relations: McKay/Leitch
- Membership: Terry McKay
- Programs: Bill Montgomery
- Foundation: Gorden Hedahl
- Sergeant at Arms: J. W. Matheson
- Newsletter: Heather Logelin
- Grantwriter: John Kremer
- Webmaster: Steve Leitch

**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 Morrisette
- 2015: Rosanne Bump

**ROTARIAN OF THE YEAR**

- 2003: Tom Bloom
- 2005: Tom Garfin
- 2006: Dale Jorgenson
- 2006: Jerry Tack
- 2006: 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

Last	First	Work	Home	Email	Classification
Agrimson	Josh	425-6732	425-2172	<a href="mailto:agri0003@umn.edu">agri0003@umn.edu</a>	Dentist
Baumann*	Elaine	425-1835	425-5727	<a href="mailto:elaine.baumann1@gmail.com">elaine.baumann1@gmail.com</a>	High School Administration Retired
Benson	Jamie	425-1800	715-307-4869	<a href="mailto:jamie.benson@rfsd.k12.wi.us">jamie.benson@rfsd.k12.wi.us</a>	School Administration
Blasius	Chris	425-2533	426-2053	<a href="mailto:chris@rfchamber.com">chris@rfchamber.com</a>	Chamber Executive
Bluhm*	Samantha	651-470-3252	425-0003	<a href="mailto:samanthabluhm@icloud.com">samanthabluhm@icloud.com</a>	Writer/Life Coach
Boles*^	Joe	425-7281	425-6540	<a href="mailto:josephdboles@gmail.com">josephdboles@gmail.com</a>	Judge
Borchardt	Traci	715-245-6877		<a href="mailto:tkolo@proactive.org">tkolo@proactive.org</a>	Job Developer
Cicchese	Larry	425-6179	425 6179	<a href="mailto:larrycicchese@baumanpcpa.com">larrycicchese@baumanpcpa.com</a>	Accountant
Cudd*	Randy	715-377-4747	425-9102	<a href="mailto:Randy@randycudd.com">Randy@randycudd.com</a>	Real Estate-Sales
Fadroc	Justin		715-210-6831	<a href="mailto:jfarmer@mjfcontracting.com">jfarmer@mjfcontracting.com</a>	Electrical Contractor
Fodrozzi	Dave	425-5738	715-222-1192	<a href="mailto:dave@kinniriver.org">dave@kinniriver.org</a>	Natural Resource Management
Fredrickson*	Jason	426-2090	715-550-7673	<a href="mailto:jason.l.fredrickson@gmail.com">jason.l.fredrickson@gmail.com</a>	Accountant
Fults	Andrea	425-0720	715-505-2628	<a href="mailto:andrea.fults@uwrf.edu">andrea.fults@uwrf.edu</a>	Higher Ed Administration
Hedahl*+	Gorden	715-821-0614	426-6082	<a href="mailto:ghedahl@comcast.net">ghedahl@comcast.net</a>	Higher Ed Fine Arts Retired
Heuertz	Rick	Retired	612-629-7157	<a href="mailto:rheuertz@comcast.net">rheuertz@comcast.net</a>	Retired
Humbert	Rita	425-1815	651-346-1946	<a href="mailto:rita.humbert@rfsd.k12.wi.us">rita.humbert@rfsd.k12.wi.us</a>	Elementary Ed Administration
Jilek	Tony	Retired	425-8923	<a href="mailto:ajilek@comcast.net">ajilek@comcast.net</a>	Higher Ed Ag Sciences
Johnson*	Jeff	426-3177	425-1444	<a href="mailto:jjohnson@fnbrf.com">jjohnson@fnbrf.com</a>	Banking
Jorgenson*	Dale	Retired	425-2786	<a href="mailto:rvrld@yahoo.com">rvrld@yahoo.com</a>	Laser Marking Retired
Kremer*	John	612-590-9540	381-9799	<a href="mailto:john@kremerservices.com">john@kremerservices.com</a>	Automotive Dealer Retired
Laule	Brian	800-607-3030		<a href="mailto:brian@byegoff.com">brian@byegoff.com</a>	Attorney
Leitch*	Steve	425-0159	425-8044	<a href="mailto:steve@leitchinsurance.com">steve@leitchinsurance.com</a>	Insurance Sales
Logelin*	Heather	715-307-6001	381-2788	<a href="mailto:heather.logelin@allina.com">heather.logelin@allina.com</a>	Community Health & Philanthropy
Maplethorpe	Cheryl		425-5116	<a href="mailto:cheryl.kay.maplethorpe@gmail.com">cheryl.kay.maplethorpe@gmail.com</a>	Higher Education - Retired
Marsh	Ted	425-6309	651-442-8982	<a href="mailto:inhispresents@hotmail.com">inhispresents@hotmail.com</a>	Clergy
Matheson*	J.W.	715-386-1155	952-807-6877	<a href="mailto:jwmatheson@catalystsportsmedicine.com">jwmatheson@catalystsportsmedicine.com</a>	Sports Medicine
McArdle^	Melissa	426-6000	715-338-0438	<a href="mailto:melissa.a.mcardle@gmail.com">melissa.a.mcardle@gmail.com</a>	Health Care Administration
McKay*	Terry	651-210-5669	425-1109	<a href="mailto:terry.mckay@sbcglobal.net">terry.mckay@sbcglobal.net</a>	Real Estate Sales
McQuade*	Brian	715-307-7879	715-386-4454	<a href="mailto:bjmquade@gmail.com">bjmquade@gmail.com</a>	Financial Advisor
Miller	Greg			<a href="mailto:gmler@vibranthealthclinics.com">gmler@vibranthealthclinics.com</a>	Medicine
Moe	Paul	425-8294	715-441-2382	<a href="mailto:paulandlorimoe@gmail.com">paulandlorimoe@gmail.com</a>	Business Administration
Montgomery*+	Bill	Retired	425-5426	<a href="mailto:wm13@presenter.com">wm13@presenter.com</a>	Clergy
Mottaz	Carole	Retired	425-7903	<a href="mailto:mottaz@presenter.com">mottaz@presenter.com</a>	Higher Education
Morrisette*	Scott	715-246-8162	715-307-2335	<a href="mailto:smorrisette@msn.com">smorrisette@msn.com</a>	Banking-Commercial
Nelson	Scott	426-3534	952-797-3753	<a href="mailto:snelson@rfcity.org">snelson@rfcity.org</a>	Fire Chief
Neuhaus*	Max	425-7281	715-410-7296	<a href="mailto:max@rodlibeskar.com">max@rodlibeskar.com</a>	Attorney
Nylander*+	Virgil		425-6277	<a href="mailto:nylandervirgil@comcast.net">nylandervirgil@comcast.net</a>	Higher Ed Administration Retired
O'Malley	Pat	425-9882	425-9882	<a href="mailto:info@kilkarneyhills.net">info@kilkarneyhills.net</a>	Aviation Retired
Odeen*	Diane	612-309-6731	426-5325	<a href="mailto:dodeen@gmail.com">dodeen@gmail.com</a>	Attorney at Law
Owens	Bob	715-245-0028	426-9291	<a href="mailto:bobowens.rf.wi@gmail.com">bobowens.rf.wi@gmail.com</a>	Computer Consulting
Palmquist	Joel		715-821-2792	<a href="mailto:jkponthecase@hotmail.com">jkponthecase@hotmail.com</a>	Housing Construction
Pechacek*^	Kevin	425-8100	426-2036	<a href="mailto:kevin@thewestwind.com">kevin@thewestwind.com</a>	Restaurateur
Pedersen	Thomas	425-4555	920-203-0776	<a href="mailto:thomaspedersen26@hotmail.com">thomaspedersen26@hotmail.com</a>	Higher Ed-Student Services
Pedriana*	Tony	Retired	715-220-2942	<a href="mailto:anaped44@sbcglobal.net">anaped44@sbcglobal.net</a>	School Administration Retired
Piepgras*	Marti	425-6177	425-2077	<a href="mailto:marti@stcroixgas.com">marti@stcroixgas.com</a>	Utilities Management
Ross* ^	Dan	425-9011	425-9061	<a href="mailto:dross@rosscm.com">dross@rosscm.com</a>	Construction-Manager
Russell	Matt	426-3115	425-9293	<a href="mailto:mrussell2112@msn.com">mrussell2112@msn.com</a>	Banker
Schroeder*	Steve	612-817-6626	425-1704	<a href="mailto:icasws@comcast.net">icasws@comcast.net</a>	Insurance/Finance
Simpson	Scot	426-3402	629-7350	<a href="mailto:ssimpson@rfcity.org">ssimpson@rfcity.org</a>	Public Administration
Thoenes	Karla	425-4666	701-799-0473	<a href="mailto:karla.thoenes@uwrf.edu">karla.thoenes@uwrf.edu</a>	Higher Ed Residence Life
Thompson	Mike	715-529-1910	425-8897	<a href="mailto:thompsonmd61@gmail.com">thompsonmd61@gmail.com</a>	Sales
Van Galen	Dean	425-3201		<a href="mailto:dean.vangalen@uwrf.edu">dean.vangalen@uwrf.edu</a>	Higher Ed Administration
Wilson	Rick		715-629-7723	<a href="mailto:rwilson231@aol.com">rwilson231@aol.com</a>	Materials Engineer
Wulf*	Wayne	866-559-1800	426-1800	<a href="mailto:Wayne.S.Wulf@ampf.com">Wayne.S.Wulf@ampf.com</a>	Financial Services
Yde	Linda	Retired	425-0080	<a href="mailto:lmyde@dishup.us">lmyde@dishup.us</a>	Health Care Administration
Young	Gordie	425-0909		<a href="mailto:gordie2000us@yahoo.com">gordie2000us@yahoo.com</a>	Law Enforcement
Young*	Jodie	425-8788	386-2402	<a href="mailto:info@bakken-young.com">info@bakken-young.com</a>	Funeral Director
Zimmerman	Shannon	426-9505	651-492-3336	<a href="mailto:zimmerman@sajan.com">zimmerman@sajan.com</a>	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.