

# 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. Wayne Wulf shared a devotion, after which Brian led the pledge, 4-way test and club mission statement.*

### GUESTS:

Sofia, Exchange Student  
Bruce Siebold,  
Eighty Acres Photography

### ANNOUNCEMENTS:

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

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

#### **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.

#### **KINNI RIVER CLEAN-UP:**

Volunteers are needed to help provide lunch for volunteers at the Kinni River clean-up on Sat, 4/29. Seven \$100 sponsors are needed.

#### **BUSINESS BREAKFAST:**

The Business Breakfast this Thursday is sponsored by the KRLT and focuses on the Kinni River Corridor.

#### **SCHOLARSHIP COMMITTEE:**

Volunteers are needed to review and select recipients for our scholarships.

#### **MEMBERSHIP UPDATES:**

Drea Fults and Rosanne Bump have resigned; Alison Page is returning to the club.

#### **MEMBERSHIP COMMITTEE:**

Volunteers are needed for a committee to work on membership recruitment, orientation and retention.

**HAPPY BUCKS:** Steve collected Happy Bucks for the Relay for Life, the Badgers' valiant effort, general happiness, missed meetings and:

- Steve noticed that Tony, after hip replacement, is moving a lot better than Scott M, after exercise.
- Scott M. has nine college girls staying at his house this weekend.
- Randy is busy with work-related seminars and trainings.
- Scott N appreciates the friendships forged by early morning exercise.
- Wayne noted that Randy is proof that you can teach an old dog new tricks.
- Tony J is back from Nicaragua and looking forward to sharing information with the club in May.
- Terry "rocked" at the Bon Jovi concert last night.
- Chris appreciated all who supported the Relay, noting that every little bit helps.
- Rick W is happy to have warm weather!
- Bill enjoyed the "Wisconsin weather" in Maryland, where they celebrated his granddaughter's 7<sup>th</sup> birthday.
- Joel enjoyed watching RFHS students on television this morning.
- John shared some inspiration, including a quote from a survivor of a Golden Gate Bridge, who said that after jumping he realized that none of his problems were insurmountable, except for the fact that he'd just jumped.
- Heather thanked Wayne for the devotion and recommended the movie "Collateral Beauty."
- Gordon appreciated how the club works together to make the spaghetti dinner a success.
- Brian thanked Matt Russell for organizing the spaghetti dinner and invited everyone to join them for the new 5:30am workouts.

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!

## ***BRUCE SIEBOLD, EIGHTY ACRES PHOTOGRAPHY***



River Falls Rotarian John Kremer with Bruce Siebold, Eighty Acres Photography  
[bruce@eightyacresphotography.com](mailto:bruce@eightyacresphotography.com)  
[www.eightyacresphotography.com](http://www.eightyacresphotography.com)

Bruce Siebold is a longtime friend of Deale Jorgenson, with whom he shares a love of the land. Bruce moved to an 80-acre plot of land south of Menomonie in 1991 and decided to capture the spirit of the land with photography. About five years ago, he gathered together his shoeboxes of photos and negatives and began to sort them into topics, eventually publishing his first book of photography, *Thank You Sun*.

Bruce grew up on a 160-acre 30-cow dairy farm in Hammond, showing cows at the St. Croix County Fair. When he bought the acreage in Menomonie and built his home in the middle of it, he began his mindfulness journey, an intentional process of focusing on and acknowledging the present moment. He started by photographing birds, learning to patiently wait for the birds to come to the spot where his lens was focused. He has since moved on to a wide range of subjects, from other animals to flowers to landscapes to ice patterns on his garage windows.

The documented history of Bruce's land dates back to 1860, when James Buchanan deeded it to the Hudson Courthouse. A huge Elm tree that recently died on the property was likely already there at that time. Before letting a neighbor cut it into firewood, Bruce captured a photo of the tree's branches silhouetted against a sunset.

Bruce enjoys the challenge of taking photos in the winter, which he considers the most difficult season to photograph. Bruce noted that he only photographs his acreage; when he travels, he leaves his camera at home.

When Bruce started his book journey, he approached a publisher, learning that it would cost between \$12-15K to get it published. He instead opted for self-publication, which required that he do a lot of his own legwork, including distributing the book, which is available in two bookstores. He is also selling his prints, and looking for the right business model. (He sold a print to a woman for \$150 and she subsequently paid more than \$600 to have it framed; not a sustainable business model!) He is looking into printing on metal, canvas and wood, noting that this is a much more economical way to get the photos ready to hang.



**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** Paul Moe, *Environmental Stewardship at Ezekiel*
- 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>Apr 4</b> Bakken-Young & Morrissette
<b>Apr 11</b> Baumann & Palmquist
<b>Apr 18</b> Wilson & Heuertz / Wilson & Fodroczi
<b>Apr 25</b> Borchardt & Owens / Borchardt & Leitch
<b>May 2</b> Kremer & TBD / Kremer & Montgomery
<b>May 9</b> Jilek & Heuertz
<b>May 16</b> McKay & Borchardt / McKay & Fodroczi
<b>May 23</b> Morrissette & Maplethorpe / Morrissette & Pedriana
<b>May 30</b> TBD

DEVOTIONS APR-JUNE		
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
June	6	Tracy Borchardt
	13	Larry Cicesse
	20	Randy Cudd
	27	Justin Farnar

**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 Morrissette
- 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:tborchardt@proactinc.org">tborchardt@proactinc.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@randvcudd.com">Randy@randvcudd.com</a>	Real Estate-Sales
Farner	Justin		715-210-6831	<a href="mailto:jfarner@mjfcontracting.com">jfarner@mjfcontracting.com</a>	Electrical Contractor
Fodroczi	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
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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@kilkarnevhills.net">info@kilkarnevhills.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
Page	Allison	715-684-8615	612-810-3918	<a href="mailto:alison.page@wwhealth.org">alison.page@wwhealth.org</a>	Healthcare Administration
Palmquist	Joel		715-821-2792	<a href="mailto:jkponthehouse@hotmail.com">jkponthehouse@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
Piegras*	Marti	425-6177	425-2077	<a href="mailto:marti@steroixgas.com">marti@steroixgas.com</a>	Utilities Management
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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
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Thompson	Mike	715-529-1910	425-8897	<a href="mailto:thompsonmd61@gmail.com">thompsonmd61@gmail.com</a>	Sales
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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:szimmerman@sajan.com">szimmerman@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.