

# TIDINGS



## WELCOME TO THE RIVER FALLS ROTARY CLUB

### In this issue:

Meeting Report - Page 1

Program - Page 2

Set Up & Schedule - Page 3

Member Directory - Page 4

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

### GUESTS:

Sofia, Exchange Student  
Jay Matchett, Our Neighbors Place  
Janet Wilson, Our Neighbors Place

### ANNOUNCEMENTS:

**FINANCE MEETING:** The finance committee meets this Thursday at 7am at the hospital. All are welcome!

**PARK BOARD:** Brian reported that a few Rotarians met with the City about the Glen Park project. We are looking for a volunteer from the club to attend monthly Park Board meetings for the rest of the year, to help keep the club connected with the project planning.

Thank you Justin Farner for volunteering!

**RELAY FOR LIFE:** Brian reminded everyone to sign-up for the Relay for Life Spaghetti Supper on Fri, 3/24.

Plan to join us for this fun event!

**EXCHANGE STUDENT:** Elaine announced that we received notification that our 2017-2018 inbound student will be Anna Alvarez from Spain.

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

- JW and his dad enjoyed the Fly Fishing Film Tour on Friday.
- Kari is relieved her parents are out of the hospital after a bout with Influenza B.
- Terry had a great week in Hawaii!
- Carole is headed to Biloxi, Missouri to sheetrock with 12 high schoolers.
- Chris invited everyone to tonight's Bowls for Hope fundraiser.
- Elaine reported that participation in the summer exchange program is booming, including two from River Falls.
- Dean is excited about the UWRF women's hockey team's success and is optimistic that the Frozen Four will be in River Falls.
- Scott M. is looking forward to an impromptu trip to Florida.
- Dale trekked to North Dakota to help his granddaughter move into a new apartment.
- Rick enjoyed grandparenting while his daughter and son-in-law enjoyed time together in Cancun.
- Heather appreciated Traci for agreeing to take point on our fall gala!
- Brian is looking forward to a long weekend in Chicago with his wife – and no kids!

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!

## JAY MATCHETT, OUR NEIGHBORS PLACE



Photo Credit: River Falls Journal

**Jay Matchett, Executive Director**  
**Our Neighbors Place**  
[www.ourneighborsplace.org](http://www.ourneighborsplace.org)

*You may be surprised by the face of housing insecurity in our region: The typical Our Neighbors Place client is a 26 year-old woman with children.*

Our Neighbors Place (ONP) is a social services organization serving low-income residents of our community. Executive Director Jay Matchett is a River Falls Native who graduated from Augsburg College intending to be a sociologist, but fate brought him back to River Falls. He returned to Augsburg to complete a master's degree in organizational management and is now excited to be leading ONP.

Jay encouraged us to think of ONP as a wheel, with the drop-in center at the center of the wheel. The drop-in center is where most people start their journey with Our Neighbors Place, which then connects them with additional services and resources. Our Neighbors Place is also proud to administer the Backpack Program, which is generously supported by Rotary, and the Community Closet, which provides free or reduced-cost clothing to clients while generating revenue for Our Neighbors Place through purchases by the community at large.

One of the biggest changes in the last 18 months is that the organization has pivoted away from providing emergency shelter and towards longer-term housing strategies. This pivot was due in part to declining state support for emergency housing and also due to the research supporting the efficacy of longer-term strategies, which is now where much of the government funding, including HUD funding, is targeted. As a result of this shift, ONP grew from serving four local families in 2015 to serving 29 local families in 2016. Every one of these families were dealing with the aftermath of domestic violence. ONP partners with organizations like Turningpoint, providing services (housing counseling) that they cannot.

The Day Center employs a housing specialist, whom Jay describes as "a miracle worker," to leverage connections and connect clients with housing options. One of the tools she uses is a standard assessment that housing agencies are required to administer; the idea is that those families with the most critical needs receive the most support. The results of this assessment are entered into a database shared across the state, and organizations that receive HUD funding are required to use the database and prioritize services for those "at the top of the list." ONP has chosen to participate in the shared database but has declined HUD funding, allowing them to prioritize services to residents of our two-county region. This does require that ONP instead secure financial support locally, through contributions from individual and organizational donors.

Jay clarified that utilization of the short-lived overnight shelter program was low, likely because of transportation barriers and stigma. That said, the need is still present, evidenced by the growth of utilization at the Day Center.



**PROGRAM SCHEDULE**

**MARCH**

- Mar 7** Jay Matchett, *Our Neighbors Place*
- Mar 14** *Classification Talk (Tentative)*
- 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**

<u>Set Up / Take Down</u>
<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

<u>DEVOTIONS</u> 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

<b>Last</b>	<b>First</b>	<b>Work</b>	<b>Home</b>	<b>Email</b>	<b>Classification</b>
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@proactinc.org">tkolo@proactinc.org</a>	Job Developer
Bump*	Rosanne	651-223-7400	426-6505	<a href="mailto:rbump@winter-carnival.com">rbump@winter-carnival.com</a>	Nonprofit CEO
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@mifcontracting.com">jfarner@mifcontracting.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
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:rvrhd@yahoo.com">rvrhd@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
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.kav.maplethorpe@gmail.com">cheryl.kav.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.mckav@sbcglobal.net">terry.mckav@sbcglobal.net</a>	Real Estate Sales
McQuade*	Brian	715-307-7879	715-386-4454	<a href="mailto:bimcquade@gmail.com">bimcquade@gmail.com</a>	Financial Advisor
Miller	Greg			<a href="mailto:gmliller@vibranthealthclinics.com">gmliller@vibranthealthclinics.com</a>	Medicine
Moe	Paul	425-8294	715-441-2382	<a href="mailto:paulandlorimoc@gmail.com">paulandlorimoc@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 Constulting
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@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
Thoenmes	Karla	425-4666	701-799-0473	<a href="mailto:karla.thoenmes@uwrf.edu">karla.thoenmes@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:lmvdc@dishup.us">lmvdc@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.