

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. Linda Yde shared a devotion, after which Brian led the pledge, 4-way test and club mission statement.

GUESTS:

Sofia, Exchange Student
Jim Hunt, District Governor
Jim Schreiber, Plantables

ANNOUNCEMENTS:

DISTRICT CONFERENCE:

District Governor Jim Hunt invited all members to join us for the District 5960 Annual Conference 4/27-4/29.

<http://www.rotary5960.org/dc2017/>

SCHOLARSHIP COMMITTEE:

Volunteers are asked to stay after today's meeting to review and select recipients for our scholarships.

FISH GAME:

Save the date for Rotary Day at the Fighting Fish on Wed, 7/26.

MEMBERSHIP COMMITTEE:

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

COMMITTEE LEADERS: As we move to our new committee structure, leaders are needed for committees. Interested? Let Brian know!

KINNI RIVER CLEAN-UP:

Dave thanked all who volunteered to help provide lunch at the Kinni River clean-up on Sat, 4/29. A few \$100 sponsors are still needed.

KINNI CORRIDOR SESSION:

Chris invited all to this Thursday's education session on rivers and economic development.

CAB GALA: See Gorden or Cheryl for tickets to the Community Arts Base (CAB) Gala on Sat, 4/29.

BLUES FESTIVAL: Chris encouraged everyone to take in some of the River Falls Blues Festival!

HAPPY BUCKS: Steve collected Happy Bucks for Election Day, the Relay for Life, guests, general happiness, missed meetings and:

- JW was in DC lobbying to repeal the Medicare physical therapy cap;
- Linda offered \$12 for twelve weeks of missed meetings;
- Brian L. spent the weekend picking up furniture his wife bought on Craigslist;
- Bill saw King Lear at the Guthrie, an excellent and depressing production;
- Joel is excited that the Twins are in first place for the first time in a long time;
- Heather's mom is celebrating her 70th birthday in DC with two 10 year-old granddaughters;
- Chris is happy the NCAA tournament is over so she can get on with her "do" list;
- Jodie is similarly looking forward to the start - and end - of the Master's;
- Carole spent time in Biloxi rehabbing houses with high schoolers who never complained; she also has new floors and Larry's house sold in one day!
- Traci is looking forward to growing zucchini.
- Scott N. appreciated signs of spring.
- Dave had a great weekend in Des Moines with kids and grandkids.
- Scott M. could only perform three of the six activities of daily living after last week's workout. (He's not saying which three.)
- Tony noted that the NCAA women's tournament, which gets less attention than the men's, is also great!
- Diane reminded everyone to vote, noting that both she and Heather are on the ballot!
- Gorden stressed that the District Conference is a great way to learn more about Rotary.
- Elaine enjoyed Bill's "game supper," which she purchased at last year's gala.
- Brian's family just ordered a new lab puppy, scheduled for arrival this July.

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!

JIM SCHREIBER, PLANTABLES



*Traci Borchardt, Pro-Act Industries
Jim Schreiber, Plantables
www.plantables.net*

BE A PART OF PLANTABLES!

- *Take care of our bee friends.*
- *Spread the word.*
- *Like us on Facebook, Twitter.*
- *Order custom products.*

Jim Schreiber runs Plantables, a worker-focused for-profit business in Hudson; he started the business with his wife, Karen. Jim is a retired teacher; Karen is a biology teacher at UW-River Falls. Plantables makes "combo" products. They started with plantable greeting card and have moved on to other plantable paper products. They then got into Bee Bombs, small balls of clay with compost and wildflower seeds that are thrown into wild areas and will eventually attract bees and other pollinators.

What makes Plantables a special place is (1) whom they are hiring and (2) how they make things. Plantables employs 16 skilled workers, including many of Jim's former special ed students and other adults with special needs. (And Pro-Act clients of Rotarian Traci Borchardt!) They use recyclable paper from UW-River Falls to make paper pulp, which they then press and print on. They roll the bombs by hand, which meets the sensory needs of many of the workers. Jim is proud that they "lead with the product," creating something people want to buy, and then when they learn about the mission, they like it even better.

Jim noted that just 19% of those with disabilities are counted in the workforce, and 12.5% of them are unemployed. Jim explained that we do a great job in the public school system providing specialized services, but these students leave high school and find that there are no jobs that fit their skills.

30% of the honey bee population has been lost each year since 2006, threatening crops and ecosystems. Primary reasons for this decline include (1) use of harmful pesticides, (2) parasites such as mites, (3) monoculture crops result in lack of nutrition for bees, (4) viruses and bacterial infections, and (5) climate change. What can we do? (1) Plant flowers and herbs to help provide food for bees. (2) Eliminate pesticides in your garden and lawn. (3) Provide a source of water for bees, such as a shallow basin with clean water in your garden. (4) Hold off spring clean-up in your yard until temperatures consistently reach the 50s. (5) Buy honey directly from a local beekeeper who avoids chemicals and uses sustainable practices.

Plantables strives to create a work environment that accommodates all ability levels and facilitates lifelong learning. Special needs adaptive equipment and assistive communication devices are used to involve all workers and complement their abilities. They involve various community members who volunteer to work along with the employees to develop positive interactions that benefit both the workers and volunteers. They raise awareness about the importance of honey bees and other pollinating insects.



PROGRAM SCHEDULE

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*

MAY

- May 2** *RFHS Forensics Team (TENTATIVE)*
- May 9** *RFHS Robotics Team (TENTATIVE)*
- May 16** *Elaine Baumann, Youth Exchange Program Update*
- May 23** *Tom Holland, Family Friendly Worksites*
- May 30** *Tony Jilek, Nicaragua*

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

DEVOTIONS, SET-UP AND TAKE-DOWN

Set Up / Take Down	DEVOTIONS APR-JUNE
Apr 4 Bakken-Young & Morrissette	Apr 4 Linda Yde
Apr 11 Baumann & Palmquist	Apr 11 Gordie Young
Apr 18 Wilson & Heuertz / Wilson & Fodroczi	Apr 18 Jodie Young
Apr 25 Borchardt & Owens / Borchardt & Leitch	Apr 25 Shannon Zimmerman
May 2 Kremer & TBD / Kremer & Montgomery	May 2 Josh Agrimson
May 9 Jilek & Heuertz	May 9 Elaine Baumann
May 16 McKay & Borchardt / McKay & Fodroczi	May 16 Jamie Benson
May 23 Morrissette & Maplethorpe / Morrissette & Pedriana	May 23 Chris Blasius
May 30 TBD	May 30 Sam Bluhm
	June 6 Tracy Borchardt
	June 13 Larry Ciccese
	June 20 Randy Cudd
	June 27 Justin Farnier

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	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@randvcudd.com	Real Estate-Sales
Farner	Justin		715-210-6831	jfarner@mjfcontracting.com	Electrical Contractor
Fodroczi	Dave	425-5738	715-222-1192	dave@kinniriver.org	Natural Resource Management
Fredrickson*	Jason	426-2090	715-550-7673	jason.l.fredrickson@gmail.com	Accountant
Fults	Andrea	425-0720	715-505-2628	andrea.fults@uwrf.edu	Higher Ed Administration
Hedahl*+	Gorden	715-821-0614	426-6082	ghedahl@comcast.net	Higher Ed Fine Arts Retired
Heuertz	Rick	Retired	612-629-7157	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	rvrld@yahoo.com	Laser Marking Retired
Kremer*	John	612-590-9540	381-9799	john@kremerservices.com	Automotive Dealer Retired
Laule	Brian	800-607-3030		brian@byegoff.com	Attorney
Leitch*	Steve	425-0159	425-8044	steve@leitchinsurance.com	Insurance Sales
Logelin*	Heather	715-307-6001	381-2788	heather.logelin@allina.com	Community Health & Philanthropy
Maplethorpe	Cheryl		425-5116	cheryl.kay.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@catalystsportsmedicine.com	Sports Medicine
McArdle^	Melissa	426-6000	715-338-0438	melissa.a.mcardle@gmail.com	Health Care Administration
McKay*	Terry	651-210-5669	425-1109	terry.mckay@sbcglobal.net	Real Estate Sales
McQuade*	Brian	715-307-7879	715-386-4454	bjmquade@gmail.com	Financial Advisor
Miller	Greg			gmler@vibranthealthclinics.com	Medicine
Moe	Paul	425-8294	715-441-2382	paulandlorimoe@gmail.com	Business Administration
Montgomery*+	Bill	Retired	425-5426	wm13@presenter.com	Clergy
Mottaz	Carole	Retired	425-7903	mottaz@presenter.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
Nylander*+	Virgil		425-6277	nylandervirgil@comcast.net	Higher Ed Administration Retired
O'Malley	Pat	425-9882	425-9882	info@kilkarneyhills.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
Page	Allison	715-684-8615	612-810-3918	alison.page@wwhealth.org	Healthcare Administration
Palmquist	Joel		715-821-2792	jkponthehouse@hotmail.com	Housing Construction
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
Thoenmes	Karla	425-4666	701-799-0473	karla.thoenmes@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	lmyde@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.