

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. Cheryl Mapleshorpe shared a devotion. Brian then led the pledge, 4-way test and club mission statement.

GUESTS:

Jim Hung, District Governor
Tom Holland, United Way
Jane Stevenson, St. Croix Valley Fdn
Steve Engelhart, River Towns
Sofia, Exchange Student

ANNOUNCEMENTS:

DISTRICT AWARD: Jim Hunt presented our club with a certificate recognizing our club for the highest participation in the District Conference of all mid-size clubs.

BULBS: Bill Montgomery brought bags of bulbs to share with members.

GALA: Mark your calendars for Fri, 02/23/17 for our Gala at the Legion Hall!

HEAR DALE SPEAK: Dale is busy speaking to numerous local groups about the new St. Croix Valley Business Innovation Center; all are invited to come hear him speak at 9am next Wednesday at the James J. Hill Library.

BOARD MEETING: The board meets this Friday from 7-8:30 at Ezekiel. All are welcome.

PAY YOUR DUES: Invoices have been sent. Please pay your dues!

SAVE THE DATE: Be sure your calendars are marked for our club picnic (and Rotary Day at the Ballpark) on Sat, 6/24.

Remember, no meeting on Tues, 7/4!



Members of the GSE team gathered with local club leaders for a photo after their presentation last Thursday at Camp St. Croix.

HAPPY BUCKS: JW collected Happy Bucks for the GSE team visit, birds, guests, speakers, missed meetings and:

- Steve S. appreciated all who participated in the highway cleanup early Saturday morning, especially Joel, who had 90% of it done before they started!
- John has house wrens moved into the birdhouse on his deck.
- Bill enjoyed running into one of his Westside Readers while about town.
- Heather appreciated Scot Simpson, our smart, pragmatic, diplomatic city administrator.
- Traci can't wait to get into her yard!
- Terry had a great weekend with family;
- Karla enjoyed hosting Graciana, one of the GSE team members.
- Steve E. solicited oriole advice;
- Randy enjoyed hosting a GSE member and warned that if others don't grab the opportunity next time, he will again;
- Ted's pine trees are under attack and he's hoping a certified arborist will help;
- Tony thanked Rick for all of his work coordinating the GSE team visit;
- Tony J. and his family are dedicating an area at St. Bridget's in Ann's memory;
- Joel appreciated last Tuesday's service in memory of fallen officers;
- Rick appreciated all who helped with the GSE team, including Molly Miller, who deserves the "Rotarian spouse of the year" award;
- Diane appreciated a neighbor who stepped in and mowed her lawn;
- Elaine spent the weekend cleaning cabins at her son's summer camp;
- Jim is pleased that all of the GSE team members are home, including one who was delayed until Monday because of a wet passport;
- Dave is happy to be married to his girlfriend for 39 years;
- Brian appreciated all of Rick's leadership of the GSE effort.

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!

TOM HOLLAND, FAMILY FRIENDLY WORKPLACES

Tom Holland has been in the Hudson area for 26 years and has a history with Rotary, including time as a member of the White Bear Lake Rotary Club while he was working with the YMCA in that area. He retired from the YMCA in 2010 after 30 years of service; he then went into consulting work, which involved a lot of travel. Last fall, with a desire to have more time to spend with his grandchildren, he went looking for a local part-time position with flexible hours – and landed at the St. Croix Valley United Way, coordinating their Family Friendly Workplace initiative.

Since starting his position, Tom has learned even more about the science behind early childhood investments, and now believes that this work has the potential to have a larger impact than any other investment we can make. If we invest in children during the first three years of their lives, we can not only have a significant positive impact on them, but also avoid societal costs down the road. Tom encouraged members to watch a short YouTube video called, "Change the first five years and you change everything." <https://www.youtube.com/watch?v=GbSp88PBe9E>

Science shows us that babies learn rapidly; by the age of 3, our brains are 80% developed. During these first three years, 700 neurons are connected each second, and the development of these neurons is influenced by a baby's environment. When babies are in stressful, fearful or neglectful environments, brain development is negatively impacted. A study conducted by Kaiser Permanente in the 1990s determined that adverse childhood experiences (ACEs) not only contribute negatively to early childhood development, but are also more common than was believed. 24% of middle-class household had four or more of ten identified ACEs.

Adults can positively impact brain development by focusing on four simple activities: **TALK, READ, PLAY, SING**. Children who have adults interacting with them in these ways for 30 minutes a day will have better brain development and be more emotionally secure.

46% of America's five year-olds start kindergarten already behind. The vision of United Way Success By Six is that all children in our area will arrive at school ready to learn and thrive. The program engages partners from hospitals, social service agencies, nonprofit organizations and local businesses to provide parent educator visits in the hospital, parent education and support classes, home visits for families in need of additional support, developmental screenings, etc. Although the program is doing good things, the available funding only allows us to meet about 10% of the need in our region. In an effort to generate more resources to expand programs, the Family Friendly Workplace program was born.

There is a significant concern, both across the nation and here in Wisconsin, about the shrinking workforce and challenges businesses are facing recruiting and retaining employees. The Family Friendly Workplace (FFW) certification program recognizes businesses that have family-friendly policies and environments. It is believed that this certification will give them a recruitment edge, as these are the types of workplaces younger employees are seeking. Businesses can be certified at the bronze, silver or gold level; fees businesses pay for the FFW certification then go to support the programs of Success by Six. Learn more at www.familyfriendlyworkplace.org or by contacting Tom at tom@unitedwaystcroix.org or 715-377-0203 X 106.



PROGRAM SCHEDULE

MAY

- May 9** *Jared Grotholson, RFHS Robotics Club*
- May 16** *Elaine Baumann, Youth Exchange Program Update*
- May 23** *Tom Holland, Family Friendly Worksites*
- May 30** *Tony Jilek, Nicaragua*

JUNE

- June 6** *Karen Klyczek, UWRF, Contemporary Biologic Issues*
- June 13** *Brian Laule, Classification Talk*
- June 20** *Courtney Bouthilet, St. Croix Valley SART*
- June 27** *Nick Ritchie, Rotary Youth Leadership Academy*

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

DEVOTIONS, SET-UP AND TAKE-DOWN

| Set Up / Take Down | |
|---------------------------|--|
| May 9 | Jilek & Heuertz |
| May 16 | McKay & Borchardt / McKay & Fodroczi |
| May 23 | Morrisette & Maplethorpe / Morrisette & Pedriana |
| May 30 | Wilson & TBD / Wilson & Montgomery |
| June 6 | Marsh & Nylander / Marsh & TBD |
| June 13 | Cudd & Maplethorpe / Fodroczi & TBD |
| June 20 | Mottaz & Fredrickson / Mottaz & TBD |
| June 27 | Morrisette & Borchardt |

| 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 Ciccese |
| | 20 | Randy Cudd |
| | 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: Chris Blasius
- Past Pres.: Rosanne Bump
- Treasurer: Jayson Fredrickson
- Exec. Secretary: Carole Mottaz

2016-2017 DIRECTORS

- Community: Matt Russell
- International: Tony Jilek
- Club Service: Thomas Pedersen
- Vocational: TBD
- 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 | 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 |
| Fadner | Justin | | 715-210-6831 | jfarmer@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 |
| 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@kremer-services.com | Automotive Dealer Retired |
| Laule | Brian | 800-607-3030 | | brian@byeoff.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.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 |
| 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 | | | gmillervibranthealthclinics.com | Medicine |
| Moe | Paul | 425-8294 | 715-441-2382 | paulandlorimoe@gmail.com | Business Administration |
| Montgomery*+ | Bill | Retired | 425-5426 | wm13@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 |
| Nylander*+ | Virgil | | 425-6277 | nylandervirgil@comcast.net | Higher Ed Administration Retired |
| 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 | Allison | 715-684-8615 | 612-810-3918 | alison.page@wwhealth.org | Healthcare Administration |
| Palmquist | Joel | | 715-821-2792 | jkponthouse@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.