

# 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 Heather Logelin called the meeting to order. Tony Jilek shared a devotion, after which Heather led the pledge, 4-way test and club mission statement.*

### GUESTS:

Kyle Haugen, District Governor  
Annette Cook, Assistant Governor  
Beano and Chase McQuade

### ANNOUNCEMENTS:

**PRAIRIE BURN:** It's time to sign up to volunteer at our Prairie Burn food booth! Volunteers are needed for set-up (5-7pm on Fri, 9/15) and the day of the event (10am-10pm on Sat, 9/16). The majority of those who responded to the survey about the River Falls Days food booth preferred shorter shifts, so Carole has set up the schedule with three-hour shifts. (Of course, you're welcome to volunteer for more than one shift!) Volunteers get free admission to Prairie Burn, a \$30 value. Contact Carole at [mottaz@pressenter.com](mailto:mottaz@pressenter.com) to sign up for your shift today!

**GLEN PARK SESSION:** The City of River Falls is hosting a Glen Park update and input session on Wed, 8/16 from 6:30-8:00pm at the City Hall Training Room. We hope several Rotarians will attend to learn more about the plan, including specifics (and cost estimates) for the features we were most interested in funding.

**FACEBOOK GURU SOUGHT:** Linda Yde, who is newly chairing our Public Relations Committee, is looking for a volunteer to take point for our club's Facebook page. Interested? Contact Linda at [lmide@dishup.us](mailto:lmide@dishup.us).

**ANA'S ARRIVAL:** Ana Novoa, Our inbound exchange student from Spain, arrives at MSP this Sat, 8/19 at 8:34pm. We'd love to have a crowd of folks to greet her at the airport! You can either carpool or, if driving yourself, meet the group near Door 6 (Terminal 1). If interested in being part of the delegation, please contact Elaine at [elainebaumann1@gmail.com](mailto:elainebaumann1@gmail.com).

**HAPPY BUCKS:** JW collected Happy Bucks for guests; missed meetings, general happiness and:

- JW enjoyed time in Seattle hiking and whale-watching with family;
- Linda's eight hummingbirds go through two cups of nectar per day;
- Tracy is enjoying the fall weather;
- Chris returned a favor and spend four days helping friends move;
- Terry appreciated the good turnout at the open house at her new location;
- Elaine is back from two weeks touring the British Isles, including a one-night stay in a 15<sup>th</sup> Century building;
- Brian enjoyed talking with potential clients at the Pierce County Fair;
- Dean is looking forward to the Falcon Center grand opening;
- Gordy enjoyed kayaking the Kinni;
- Randy enjoyed time in Colorado, despite hitting the "season of mud;"
- Jamie is proud of the work his staff are doing to embrace best practices, including current work around literacy;
- Steve E. is pleased to have the pontoon boat up and running again;
- Jason hung the last piece of sheetrock in his basement at 11:30 last night;
- Scott S. is relieved to have kids back in school, especially the "boomerangs" who are back at college;
- Thomas challenged us to use the Four Way Test as we think about what we can do to change race relations in our world;
- Tony spent time selling Apple Brats for the KCs at the Pierce County Fair;
- Gorden spent time with his kids and grandkids in the DC area;
- Steve appreciated time with the in-laws after moving one of his sons;
- John recovered from Shingles in early July only to have it return with a vengeance for the past month;
- Annette enjoyed a golf weekend with no rain;
- Heather enjoyed two weeks in the Great Smoky Mountains and thanked those who covered for her in her absence.

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!

## KYLE HAUGEN, GOVERNOR, ROTARY DISTRICT 5960

Assistant Governor Annette Cook (Hudson Daybreak) introduced Kyle Haugen (Prior Lake), the 2017-2018 Governor of District 5960. Rotary runs in Kyle's blood, as his father and grandfather were both Rotarians. Kyle stressed that Rotary is all about the clubs; the District's role is to be a resource, to encourage and motivate local clubs and individual members to be the best they can be. One of the roles of the District Governor is to visit every club on behalf of Rotary International President Ian Risely, an Australian with a lot of personality, to talk about the theme for the year. The theme Ian chose for 2017-2018 is "Rotary Making a Difference."

Rather than asking us "how" we make a difference, Kyle encouraged us to think about "why" we make a difference; why we are Rotarians. For Kyle, a large driver is the awareness that he had many opportunities growing up that others aren't afforded, and he doesn't think that's fair. Kyle thinks about all of the children born the same day as his son – September 4, 2015 – who wouldn't have the same opportunities to succeed. He is proud that Rotary is working to improve the lives of children around the world – "Rotary Making a Difference." Kyle commended the work our club is already doing in River Falls and challenged us to consider other needs not being met – and how we, as Rotarians, can make a difference.



One of the things Ian is emphasizing is environmental sustainability, and he's encouraged each club to plant a tree for each member – 55 trees here in River Falls, 1.2 million trees around the world. Another area of focus is human trafficking, an issue not only in large urban areas, but in communities like ours. (Human trafficking is the second largest industry in the United States, second only to illegal drug sales.) District 5950 and 5960 are working together to develop and launch a long-term plan to combat human trafficking in our area; members interested in being part of this work should let Kyle or Heather know.

Kyle also noted that while we are 1.2 million members strong, we've also had 1.2 million members leave in the last seven years. Rotary doesn't have a recruitment issue, it has a retention issue. We need to work together to engage members, personalizing the experience to make it meaningful for them. Kyle challenged each of us to think about what would make our own Rotary experience better, and to work with club leadership to make any needed changes so our club provides all members with an experience that gets and keeps them engaged. While retention is important, we still need to grow our Rotary family. Ian has stressed two areas of focus, (1) women and (2) people under 40. In our district, only 4% of members are under the age of 40. Kyle believes that to be successful with this effort, we need to get not only members, but also their families involved with Rotary.

Kyle finished by talking about the importance of The Rotary Foundation (TRF), encouraging us to make it one of our charities of choice. Last year, 94% of our members contributed to TRF. One good reason to give to TRF is that it's a very good charity; about 90% of contributions go to support programs and projects. Another good reason is that TRF is one of the few charities that enables us to decide how the funds we contribute are used. Our club has done this with projects like the Peru Book Project and the Glen Park Signage Project. A challenge facing our District is that funding requests exceed available funds. The final good reason to give to TRF is the work it is doing to eradicate polio. Thanks to Rotary's Polio Plus Project, polio has been eradicated in all but a few countries. Bill Gates has pledged to continue matching contributions 2:1 so that we can completely eradicate polio. The \$2,000 our club contributed last year provided polio vaccinations to about 10,000 children. Kyle encouraged us all to give to TRF, and to consider giving a little bit more, and to work to raise awareness so that others in our community will consider giving to support polio eradication.



**PROGRAM SCHEDULE**

**AUGUST**

- Aug 1** *Ezekiel Mission Trip: Jamaica*
- Aug 8** *Karen Klyczek, UWRF: Biological issues*
- Aug 15** *Kyle Haugen, District 5960 Governor 2017-2018*
- Aug 22** *Amber Morgan, MD, Reach Out and Read*
- Aug 29** *Steve Dzubay, Rotary Ambassadorial Scholar*

**SEPTEMBER**

- Sept 5** *Linda Robertson & Margaret Christenson, Guatemala Stove Project*
- Sept 12** *Club Assembly*
- Sept 19** *Jessica Schmitt, Victory and Valor for Vets*
- Sept 26** *Steve Engelhart, Classification Talk*

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

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

<b>Set Up / Take Down</b>
<b>Aug 1</b> Wilson & Mottaz / Wilson & <b>TBD</b>
<b>Aug 8</b> Heuertz & Thoennes / Heuertz & <b>TBD</b>
<b>Aug 15</b> Benson & Moen / Benson & Cudd
<b>Aug 22</b> Heuertz & Mottaz / Heuertz & Pedriana
<b>Aug 29</b> Yde & Borchardt / Bakken-Young & <b>TBD</b>
<b>Sept 5</b> <b>TBD</b>
<b>Sept 12</b> <b>TBD</b>
<b>Sept 19</b> <b>TBD</b>
<b>Sept 26</b> <b>TBD</b>

<b>DEVOTIONS</b>	
<b>AUG-OCT</b>	
Aug	1 Rick Heuertz
	8 Rita Humbert
	15 Tony Jilek
	22 Jeff Johnson
	29 Dale Jorgenson
Sept	5 John Kremer
	12 Brian Laule
	19 Steve Leitch
	26 Heather Logelin
Oct	3 Cheryl Maplethorpe
	10 Ted Marsh
	17 JW Matheson
	24 Terry McKay
	31 Brian McQuade

**OFFICERS**

- President: Heather Logelin
- President Elect & Secretary: Rick Wilson
- President Elect Nominee: Chris Blasius
- Past President: Brian McQuade
- Treasurer: Jason Fredrickson
- Executive Secretary: Jill Bakalich

**COMMITTEE CHAIRS**

- Finance: Rick Wilson
- Administration: Chris Blasius
- Membership: Terry McKay
- Public Relations: Linda Yde
- Club Service: Rick Heuertz
- Foundation: John Kremer

**OTHER CONTACTS**

- Youth Exchange: Elaine Baumann
- Youth Protection: Linda Yde
- Sergeant at Arms: JW Matheson
- Newsletter: Heather Logelin

**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
- 2016: Briand McQuade

**ROTARIAN OF THE YEAR**

- 2003: Tom Bloom
- 2005: Tom Garfin
- 2006: Dale Jorgenson, Jerry Tack & 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
- 2017: Elaine Baumann

**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





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
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Cudd*	Randy	715-377-4747	425-9102	<a href="mailto:Randy@randycudd.com">Randy@randycudd.com</a>	Real Estate-Sales
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Farner	Justin		715-210-6831	<a href="mailto:jfarner@mjfcontracting.com">jfarner@mjfcontracting.com</a>	Electrical Contractor
Fredrickson*	Jason	426-2090	715-550-7673	<a href="mailto:jason.l.fredrickson@gmail.com">jason.l.fredrickson@gmail.com</a>	Accountant
Hedahl*+	Gorden	715-821-0614	426-6082	<a href="mailto:ghedahl@comcast.net">ghedahl@comcast.net</a>	Higher Ed Fine Arts Retired
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Logelin*	Heather	715-307-6001	381-2788	<a href="mailto:heather.logelin@allina.com">heather.logelin@allina.com</a>	Community Health & Philanthropy
Maplethorpe	Cheryl		715-307-8036	<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@catalvstsportsmedicine.com">jwmatheson@catalvstsportsmedicine.com</a>	Sports Medicine
McKay*	Terry	651-210-5669	425-1109	<a href="mailto:terry@terrymckay.com">terry@terrymckay.com</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:gmliller@vibranthealthclinics.com">gmliller@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:wml3@pressenter.com">wml3@pressenter.com</a>	Clergy
Mottaz	Carole	Retired	425-7903	<a href="mailto:mottaz@pressenter.com">mottaz@pressenter.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
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Owens	Bob	715-245-0028	426-9291	<a href="mailto:bobowens.rf.wi@gmail.com">bobowens.rf.wi@gmail.com</a>	Computer Consulting
Owens	Kari			<a href="mailto:kari.owens@rfsd.k12.wi.us">kari.owens@rfsd.k12.wi.us</a>	K-12 Education
Page	Alison	715-684-1100	612-810-3918	<a href="mailto:alison.page@wwhealth.org">alison.page@wwhealth.org</a>	Healthcare Administration
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
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
Thoennes	Karla	425-4666	701-799-0473	<a href="mailto:karla.thoennes@uwrf.edu">karla.thoennes@uwrf.edu</a>	Higher Ed Residence Life
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Wilson	Rick		715-629-7723	<a href="mailto:rwilson231@aol.com">rwilson231@aol.com</a>	Materials Engineer
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Yde	Linda	Retired	425-0080	<a href="mailto:lmjde@dishup.us">lmjde@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: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.