

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. Jeff Johnson shared a devotion, after which Heather led the pledge, 4-way test and club mission statement.

GUESTS:

Amber Morgan, MD
Ana Novoa, Exchange Student

ANNOUNCEMENTS:

PRAIRIE BURN: Volunteers are still needed for 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). Clean up will be at noon on Sunday. Volunteers get free admission to Prairie Burn, a \$30 value. Contact Carole at mottaz@pressenter.com to sign up for your shift today!

YOUTH PROTECTION: If you haven't completed the mandatory Youth Protection Training, do so as soon as possible. The training is accessed through the District 5960 Youth Protection Portal at www.rotary5960.org/ryp/index.cfm. If you have questions, speak to Linda Yde.

STRIVE: STRIVE mentors will meet today after our meeting. Contact Tony Pedriana if interested in getting involved. The time commitment includes monthly meetings at the high school (1 hour and 20 minutes) and a brief weekly contact a student.

INVOICES AND STATEMENTS: Heather clarified that the statements recently sent out are for past due balances; the quarterly invoices only reflect dues for the current quarter. Heather also announced that we have a new executive secretary, Jill Bakalich, who works with Jason at Best Maid Cookies. Jill filled the spot vacated by Carole Mottaz, who has taken on other leadership responsibilities for the club.

OUTBOUND STUDENT: Heather read a thank you letter from Marcus Califf, 2016-2017 outbound student to Italy. We will invite him to come present to the club at a future meeting.

HAPPY BUCKS: JW collected Happy Bucks for Ana Novoa, our 2017-2018 inbound exchange student; solar eclipse; guests; missed meetings and:

- Linda - happy for the new Stillwater bridge and her cat, who had kittens a few weeks ago. She is now in feline therapy for anxiety
- Tony P. - spent a couple of weeks in the mountains of Colorado and celebrated his wedding anniversary
- Karla - for students on campus
- Bill - happy for a couple of weeks away. Sad for his 68 year-old niece who passed away, but happy to reconnect with an estranged nephew
- Traci - baby shower at her house
- Rick H. - wedding in Omaha and trip to Louisville
- Jeff - Wildcat football and 15th wedding anniversary
- Gordie - 22nd wedding anniversary
- Scott N. - happy that the river is high
- Randy - upbeat about football team, Beyonce's new place cost \$88 million
- Jason - amount of science experiments that were conducted during the solar eclipse yesterday
- Scott M. - took freeloader #2 back on Friday and took stuff to freeloader #1
- Thomas - for old friends coming back
- Tony J. - would have been 53rd anniversary, brother is having his hip replaced again, if anyone has extra muscle this morning dental chairs are going to be loaded at Baldwin hospital
- Brian M. - happy to see Sam, planning to volunteer at Prairie Burn, looking forward to the World Cup of hockey in Stillwater this coming weekend
- Dale - missed buck being in Lake George at a granddaughter's wedding, meeting great granddaughter, upcoming reunion for USS Orion
- Elaine - three wonderful host families for Ana, Ana underwhelmed by eclipse
- John - Shingles are getting better
- Sam - happy for warm welcome
- Heather - appreciated Elaine's work on youth exchange, not happy about the \$100 calculator her 9th grader needed

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!

AMBER MORGAN, MD: REACH OUT AND READ

Dr. Amber Morgan is a pediatrician at Vibrant Health Family Clinics. She shared information on Reach Out and Read, a nation-wide early literacy program being launched here in River Falls by the clinic.

A few facts about brain development, early literacy and poverty:

- 90% brain development occurs between the ages of 0 – 5
- 20% children in Wisconsin 0 – 5 live in poverty
- Of those in poverty, 33% are read to daily, 49th in the nation
- The language and pre-reading skills of children in poverty are typically 12 – 14 months behind by kindergarten
- Wisconsin's reading proficiency by grade 4 is 19th in the nation

Why is reading aloud to children so important?

- Promotes early literacy
- Builds motivation, curiosity and memory
- Takes children to places and times they may be unfamiliar with

Reach Out and Read was started in 1989. It now has 5,800 program sites and distributes 6.9 million books per year.

- Program offers literacy tips and encouragement
- Each child 6 months - 5 years receive a new culturally and developmentally appropriate book to take home
- Parent take the doctor's prescription for literacy to heart, incorporating shared story-time into their daily routines
- Primary care providers have greatest access to families with children in their early years
- Primary care providers are trained to delivered early literacy anticipatory guidance
- A collection of 8 – 10 new books in the home before the child goes to kindergarten
- Literacy-rich clinic environments that may include gently-used books for waiting room use or to take home
- Children in poverty hear 30 million fewer words than their more affluent peers by age 4
- Books have words that may not be heard in spoken language
- One on one attention helps foster positive association with books and reading later in life
- Reading out loud proven to help children cope in times of stress
- Reading difficulty contributes to school failure, absenteeism, teen pregnancy, substance abuse, cycle of poverty

Here in western Wisconsin, community partners in support of Reach Out and Read include the United Way St. Croix Valley Success by 6 and the Pierce St Croix County CARES coalition. Funding partners are needed to help purchase the books, which are secured at a steep discount through Scholastic.

Learn more about Reach Out and Read at <http://www.reachoutandread.org/>.





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

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 Morrissette
- 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

Set Up / Take Down
Aug 29 Yde & Borchardt / Bakken-Young & Morrissette
Sept 5 McQuade & Wilson
Sept 12 Baumann & Fredrickson / TBD
Sept 19 Heuertz & TBD
Sept 26 Jilek & Borchardt
Oct 3 Morrissette & Pedersen / Montgomery & TBD
Oct 10 Thoennes & TBD / Pedriana & TBD
Oct 17 Kremer & Maplethorpe / Kremer & TBD
Oct 24 Yde & TBD / TBD
Oct 31 TBD / TBD

DEVOTIONS	
AUG-OCT	
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

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	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
Engelhart	Steve	426-1039	651-363-1444	sengelhart@rivertowns.net	Advertising
Farner	Justin		715-210-6831	jfarner@mjfcontracting.com	Electrical Contractor
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	715-629-7157	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		715-307-8036	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
McKay*	Terry	651-210-5669	425-1109	terry@terrymckay.com	Real Estate Sales
McQuade*	Brian	715-307-7879	715-386-4454	bjmquade@gmail.com	Financial Advisor
Miller	Greg			gmliller@vibranthealthclinics.com	Medicine
Moe	Paul	425-8294	715-441-2382	paulandlorimoe@gmail.com	Business Administration
Montgomery*+	Bill	Retired	425-5426	wml3@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	Alison	715-684-1100	612-810-3918	alison.page@wwhealth.org	Healthcare Administration
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
Thoenes	Karla	425-4666	701-799-0473	karla.thoenes@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	lmjde@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.