

# TIDINGS



## MEETING REPORT

*President Heather Logelin called the meeting to order. In lieu of a devotion, Heather asked for a moment of silence for Manny Kenney – and all who die too young – then led the pledge, 4-way test and club mission statement.*

### GUESTS:

None (Whom are you bringing next week?)

### ANNOUNCEMENTS:

**GUATEMALA GRANT:** The board voted to contribute \$1,000, which will be matched by a Rotary District 5960 Matching Grant, to the Hudson Daybreak Rotary's Guatemala Stove Project.

**GLEN PARK CHAMPION:** We are looking for someone interested in taking point on our relationship with the City re: the Glen Park Project. Interested? Talk with Rick Heuertz.

**CAMP ENTERPRISE:** Our club has committed to sponsor one local student for Rotary Camp Enterprise, "an extensive three-day camp offering students the opportunity to participate in leadership activities focusing on the Free Enterprise System." If you know a high school junior or senior who may be interested in attending, let Brian McQuade know ASAP! <https://www.campenterprise.org/>

**ROTARY READERS:** Volunteers are still needed for our reading "buddy" program at Westside Elementary.

**ONE ROTARY SUMMIT:** Rotary District 5960 is hosting a "One Rotary Summit" at three different locations this year. <https://portal.clubrunner.ca/50121/Page/one-rotary-summit-2017>

**EDUCATION FOUNDATION EVENT:** The River Falls Education Foundation's "Wine and Appetizers" fundraiser is at Belle Vinez from 6-8pm on Thurs, 10/5.

**AAUW BOOK SALE:** The AAUW is collecting books for their book sale. Bins are at Dick's and Family Fresh. Proceeds support fellowships & scholarships.

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

- Heather Johnson was in the kitchen preparing breakfast and stepped in on behalf of the River Falls Public Library to thank Rotary for their support of the Devorah Heitner "Raising Digital natives" programs last week. Rotary sponsored an assembly with Heitner for all 6<sup>th</sup> graders and a workshop for 5<sup>th</sup> graders. [www.raisingdigitalnatives.com](http://www.raisingdigitalnatives.com)
- JW enjoyed his last "hot soccer" game;
- Linda loved the scary – but good – ending to the Packer game;
- The earthquake in Oaxaca hit home for the Millers, as that's where their daughter's summer exchange was;
- Tony P. encouraged continued support of all of the hurricane and earthquake victims;
- Jason appreciated technology, as he watched the end of the Packer game on his phone at his grandfather's wake;
- Kari enjoyed having all three of her kids home for the weekend, and is looking forward to a weekend babysitting her brand new great-nephew;
- Traci spent a hot weekend at a wedding;
- Scott M. enjoyed a golf weekend up north with no blood and no crying;
- Tony J. is back from Guadalajara, far from the earthquake, and got an early Christmas with his "two front teeth;"
- Steve and his wife had a slight miscommunication and watched the Packer game at two different Milwaukee Brewing Company locations;
- Brian and his son enjoyed the annual Fire Department Open House;
- Gorden was OK with missing the hottest game ever at Lambeau and is cheering for the Lynx in the WNBA championship;
- Chris is back from "Bacon Rehab" and enjoyed time with her daughter, who was home from AZ;
- Dale was in Waterloo last weekend at a reunion with shipmates from the USS Orion; one of the attendees was aboard the ship in 1948!

### 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."*

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!

## STEVE ENGELHART: WHAT'S UP WITH STEVE?

Steve Engelhart was born in St. Paul in 1961, moved to Burnsville in 1968, got married to Lynn in 1990 and moved to Lakeville, where they raised their three children, Lauren (25), Emily (23) and Michael (20). Steve and Lynn moved to Bass Lake last year, to property owned by Steve's family. They are now living in a year-round cabin, but looking for a builder to do a tear-down and build of a new home. Steve and Lynn love to travel and have visited Italy, Ireland, Spain and much of the United States. Steve and his son also enjoy snowmobiling, and take annual trips to the Upper Peninsula. That said, Steve also loves being home on Bass Lake, including cruises on his pontoon and waterskiing!

Steve's career started at the Sun Current, a weekly newspaper in the Burnsville area. He subsequently spent 19 years at the Pioneer Press, working in nearly every area of sales, and five years at the Start Tribune, primarily in the automotive and real estate areas. When Steve Gall, Publisher of RiverTowns, contacted Steve about an opportunity with them as Advertising Director, he was excited – both about the job, and about the opportunity to move to the lake!

RiverTowns Multimedia [www.rivertowns.net](http://www.rivertowns.net), part of the Forum Communications Company [www.forumcomm.com](http://www.forumcomm.com), is much more than the publisher of weekly print newspapers. Their websites focus on hyper-local news in more than 40 markets in the Upper Midwest. They offer a full suite of digital projects, free design services, Google certified ad operations, etc.

RiverTowns Multimedia is made up of 17 weekly publications and 11 websites. Their monthly reach is just under 2 million readers. In western Wisconsin, they cover the areas in and around New Richmond, Hudson, River Falls, Ellsworth and Prescott. They publish not only the weekly print newspapers, but also the weekly "shoppers" and several other targeted publications, including a monthly boating magazine called Scuttlebutt. They also work with clients on custom publications. As an example, they recently did the piece covering the opening of the UW River Falls Falcon Center. Looking for video production? They do that, too, and even have FAA certified drone pilots to get aerial video footage for your business.

One of the services they provide to online customers is search engine optimization. Steve noted that if you are the first listing in response to a Google search, you will have a 32% click-through rate; the second listing has just 14% and the third listing has just 9%. Steve and his team will work with you to get you closer to the top of the list. "Geofencing" is another service they offer. As an example, you can "geofence" around a soccer field, so that your ad shows up for those using their phones at events at that location, then create ads targeting that demographic.

In response to a question about print vs online readership, Steve confirmed that while print readership is going down, online readership – especially mobile readership – is rapidly growing. Steve noted that it's not necessarily that people are stopping reading the print edition, but that they are also accessing news online. Steve also acknowledged that revenue sources have shifted dramatically; as an example, print employment ad revenue was once a "cash cow," but most of that is now online.





**PROGRAM SCHEDULE**

**OCTOBER**

- Oct 3** Ana Novoa, 2017-2018 Inbound Student from Spain
- Oct 10** Ed Robins, PhD, Volunteer work in Belize
- Oct 17** Tasha Schuh, Miss Wheelchair USA 2012
- Oct 24** World Polio Day!
- Oct 31** Marcus Califf, 2016-2017 Outbound Student to Italy

**NOVEMBER**

- Nov 7** Jill Krentz, Introductory Talk
- Nov 14** Nancy Miller, River Falls Public Library
- Nov 21** TBD
- Nov 28** Hossein Najafi, PhD, Data Science AKA "Big Data"

***Have a Program idea? Talk to Heather or Chris to schedule it!***

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

<b>Set Up / Take Down</b>
<b>Oct 3</b> Morrissette & Pedersen / Montgomery & Hedahl
<b>Oct 10</b> Thoennes & Wilson / Pedriana & Wilson
<b>Oct 17</b> Kremer & Maplethorpe / Kremer & Moe
<b>Oct 24</b> Yde & Moe / <b>TBD</b>
<b>Oct 31</b> Cudd & <b>TBD</b> / Leitch & <b>TBD</b>
<b>Nov 7</b> TBD/TBD
<b>Nov 14</b> TBD/TBD
<b>Nov 21</b> TBD/TBD
<b>Nov 28</b> TBD/TBD

<b>DEVOTIONS</b>	
<b>OCT-DEC</b>	
Oct	3 Cheryl Maplethorpe
	10 Ted Marsh
	17 JW Matheson
	24 Terry McKay
	31 Brian McQuade
Nov	7 Greg Miller
	14 Paul Moe
	21 Bill Montgomery
	28 Carole Mottaz
Dec	5 Scott Morrissette
	12 Scott Nelson
	19 Max Neuhaus
	26 NO MEETING

**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

**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:josephdholes@gmail.com">josephdholes@gmail.com</a>	Judge
Borchardt	Traci	715-245-6877		<a href="mailto:tborchardt@proactinc.org">tborchardt@proactinc.org</a>	Job Developer
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@randycudd.com">Randy@randycudd.com</a>	Real Estate-Sales
Engelhart	Steve	426-1039	651-363-1444	<a href="mailto:sengelhart@rivertowns.net">sengelhart@rivertowns.net</a>	Advertising
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
Heuertz	Rick	Retired	715-629-7157	<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:rvtlnd@yahoo.com">rvtlnd@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
Krentz	Jill	612-817-6342	715-273-4029	<a href="mailto:jillpk@hiddenpine.com">jillpk@hiddenpine.com</a>	Photographer
Laule	Brian	800-607-3030		<a href="mailto:brian@byeoff.com">brian@byeoff.com</a>	Attorney
Leitch*	Steve	425-0159	425-8044	<a href="mailto:steve@leitichinsurance.com">steve@leitichinsurance.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		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
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 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
Thoenes	Karla	425-4666	701-799-0473	<a href="mailto:karla.thoenes@uwrf.edu">karla.thoenes@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: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.