

ROTARY LIGHTS  
La Crosse, Wis.

2017

A MILLION MISSISSIPPI  
REFLECTIONS

Riverside Park, La Crosse, WI



# To the Good People of the Coulee Region

There is no question that 2017 was a banner year for Rotary Lights. The most food collected, best gate receipts, most volunteer participation, and some of the best weather through the early part of December that we have ever had. Thank you Greater La Crosse for making Rotary Lights a winter icon for our area.

- Santa gave away just under 6,000 "I saw Santa at Rotary Lights" buttons. His visitors were from 20 different states and 10 different countries.
- We collected over 250 pairs of ice skates that can be used for free at the Chad Erickson Ice Rink in Riverside Park. All were donated from area folks. Volunteers Ed Moore and Steve Klankowski worked hard to prep the ice, skates and warming trailer for Chad's rink.
- The Tavern League jumped in and produced over two pallets of food as part of our annual effort to "feed the hungry". The Rotoract kids gave us a great start by collecting over 27,000 food items as part of their ifeed efforts.
- Brenengen Chevrolet matched our gate contributions for two nights in December contributing over \$10,000 to the Rotary Lights mission.

- Our new bonfire pit, complete with free s'more's, was a tremendous success and easily exceeded our expectations.

Hats off to the La Crosse Fire Department for braving the weather during take down along with Tom Hundt, Tom Svec, Bill Peters, Butch Rogowski, Steve Klankowski, Zach Tundahl, and especially Dave Thurston. While hundreds helped out, these were the guys that staffed the highlifts and braved minus 25 wind chills 90 feet in the air. Tough dudes!!! Special thanks also to Kyle Westbrook for climbing the 110 ft. entrance tree on a very cold January day.

To be involved with Rotary Lights as a volunteer, sponsor, committee member, or in some way, contact us at (608) 784-9993; send a note to P.O. Box 215 La Crosse, WI 54602-0215; or visit [rotarylighs.org](http://rotarylighs.org).

On behalf of the Rotary Club of La Crosse, La Crosse Rotary East, Caledonia Rotary, Holmen Area Rotary Club, Onalaska Rotary, La Crescent Rotary, Onalaska Hilltopper Rotary, Afterhours Rotary, and Valley View Rotary, we thank all that helped and contributed to the success of 2017.

Irish hugs,

*Pat Stephens*

Pat Stephens-President



Year	Number of Food Items Collected
1995.....	13,010
1996.....	20,014
1997.....	31,482
1998.....	42,323
1999.....	66,211
2000.....	86,475
2001.....	91,634
2002.....	101,789
2003.....	121,040
2004.....	125,892
2005.....	135,756
2006.....	171,252
2007.....	186,374
2008.....	204,178
2009.....	206,479
2010.....	204,188
2011.....	226,642
2012.....	232,580
2013.....	229,173
2014.....	237,246
2015.....	296,784
2016.....	295,840
2017.....	321,463

**23 Year Total  
3,647,199**

## The Mission of Rotary Lights: "To Help Feed the Hungry of the Coulee Region"

The generous gifts of food that are collected unfortunately only last 8-10 weeks. The demand is high and growing. If you or an organization you are involved with would like to help organize an event in partnership with Rotary Lights to help us increase food collections, contact Rotary Lights at 608.784.9993.

### We collected items at the gate and other food items through the efforts of:

- AFSCME Local 2484-La Crosse County
- Local 340-Western Wisconsin Cares
- Beer By Bike Brigade
- La Crosse County Employees-Downtown Campus
- La Crosse County Library System
- La Crosse County Tavern League
- The La Crosse Area Jeep Club
- Shamrock Club
- WTC-Automotive Classes
- Over 27,000 food items from the "ifeed effort".
- Mathy Construction-12,000 items
- Oktoberfest
- The Trane Company once again collected pallets of food in 2017. A tremendous and appreciated effort

*Rotary Lights would like to partner with any groups that would like to be involved with food drives from November 1st through December 31st.*

How Long Will  
It Take  
To Hit The  
**4 MILLION**  
Food Item Mark?

### Pantries Sharing Collections in 2017:

#### In Park

Caledonia Food Shelf  
Holmen Lutheran  
La Crescent Food Basket  
New Horizons  
Onalaska Food Basket  
Salvation Army  
Holmen-St. Elizabeth  
WAFER  
Place of Grace

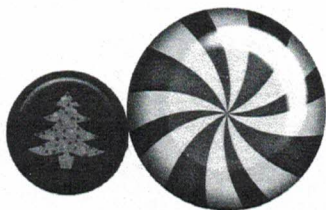
#### Out of Park

Cashton Cupboard  
Coulee Cap  
Hunger Task Force  
UW-L Food Pantry  
WAFER



## 2017 Participating & Benefiting Non-Profits

7 Rivers Community High School	Onalaska High School Choir Parent Support
ABLE	Onalaska Middle School WEB Leaders
American Red Cross	Paws for Independence
ASAP Horse Rescue Adoption Program	Preservation Alliance
Bikers Against Child Abuse	River City Corvettes
Bluff Country Family Resources	Riverfront
Boys & Girls Club of Greater La Crosse	Riverland Amateur Radio Club
Causeway Caregivers	RUSH WI WEST Soccer Club
Centering Onalaska	Shamrock Club
Child Abuse Prevention Task Force	Shelby Fire Dept
Congregational Preschool	Sons of Norway
Coulee Connections	St. Patrick's Knights of Columbus
Coulee Region Adult Day Center	The Hunger Task Force
Coulee Region Humane Society	The Parenting Place
Coulee Region RSVP	The Salvation Army
Couleecap, Inc	Tri-State Ambulance
Council for Educational Travel USA	UWL Alpha Phi
Fuzz Nuts	UWL Alpha Xi Delta
Girl Scouts of Badgerland	UWL Athletic Training Association
Great Rivers 2-1-1	UWL Beta Alpha Psi
Great Rivers United Way	UWL Delta Sigma Phi
Health Science Academy	UWL Delta Sigma Pi
Holmen High National Honors Society	UWL Eta Sigma Gamma
Holmen High School Interact	UWL Exercise Club
Holmen Knights of Columbus	UWL Golden Key
Holmen Lutheran Church	UWL I Am That Girl
Holmen Project Live	UWL Microbiology Club
Housing Authority of La Crosse	UWL Nuclear Medicine Technology
La Crosse Area Astronomical Society	UWL Pre OT Club
La Crosse Area Family YMCA Veterans Group	UWL Psychology/ Psi Chi Club
La Crosse Area Masonic Lodges	UWL REC Club
La Crosse Area Suicide Prevention Initiative	UWL School Psychology Graduate Program
La Crosse Citizen Advocacy	UWL Sociology Club
La Crosse Curling Club	UWL Women's Club Hockey
La Crosse Dive Unit	Viterbo Pi Phi Nursing Honor Society
La Crosse Fire Department	Warehouse Alliance
La Crosse Jaycees	West Salem High School Music
La Crosse Lions	Westby Syttende Mai Royalty
La Crosse Police Reserves	Wisconsin Society for Respiratory Care
Lakeview Health Center	WTC Health Information Technology Club
Logan High Band	
Miss Wild West Royalty	
Myrick Park Community and Zoo	
N.A.M.I.	
Norskedalen	
Oktoberfest	



## Entertainment 2017

Special thanks to these groups that performed in the Ice Castle

5th Chamber	Melrose-Mindoro High School Choir
A Note Above	Onalaska Honors Jazz Ensemble
Apple Annie's	River City Strings
Aquinas Middle School Band	Shamrock Club
Aquinas Middle School Choir	Sons of Norway
Aquinas Middle School Orchestra	Sparta High School Jazz Band
Bangor High School Jazz Band	Sparta High School Vocal Jazz
Bangor High School Vocal Jazz	Sparta Middle School Chamber Choir
Blair-Taylor High School Handbells	Sparta Middle School Jazz Band
Bone-a-fied Brass	String Ties
Trombone Ensemble	TUGG
Caledonia High School Choir	Holmen High School Orchestra
Cashton High School Band	UW-La Crosse Wind Ensemble
Cashton High School Choir	Viroqua High School Band
Coulee Christian School	Viroqua High School Choir
Coulee Region Hearts Choir	Wauzeka High School Choir
Holmen High School Jazz Band	West Salem High School Band
La Crosse Brass Quintet	West Salem High School Choir
Life in Harmony	Westby High School Choir
Lincoln Middle School Band	Winona Middle School 8th Grade Choir
Lincoln Middle School Choir	
Lincoln Middle School Orchestra	
Logan Accapella	
Longfellow Middle School Band	
Longfellow Middle School Choir	



## Feeding the Volunteers

Each year, there are just over 3,000 volunteers who help make Rotary Lights possible. To help us feed this army of big hearted souls, we asked some of our local food vendors to provide lunches, beverages and snacks to keep our troops moving. On behalf of all the volunteers we extend a very sincere thank you for helping us out. This is another great example that we live in a very special community.

Blue Moon	Big Boar BBQ
Bethel Lutheran Church	Radisson
Culver's of Onalaska	Reinhart Foods
Fayze's	Old Style Inn
King Street Kitchen	Shimmy's
La Crosse Beverage	Jim and Sue Crothers
Preferred Distributors	Schmidty's
Eagles Club	Breakfast Club and Pub
Pickerman's	Wendy's Onalaska
Marge's on Rose	Beedle's Bar and Restaurant
Piggy's	Pogy's
Pizza Doctors	Dublin Square
Pepsi	Cabin Coffee
Burger King	Ciatti's
Chartwells	Pat Tudahl
Joyce Diveley	Karen Hanson
Teresa Peters	Kwik Trip

Let's not forget the homemade chocolate chip cookies. We're convinced some people volunteer just because of the cookies. They are made (all 310 dozen) with TLC by Amy Wettstein with special help this year by the Alpha Xi Delta and Alpha Phi Sororities.



## 2017 Sponsors

The following categories were established to recognize various levels, gifts of cash or gifts-in-kind that made Rotary Lights 2017 possible.

### Super Star Level

Brenengen Auto  
Barb and Dave Erickson  
Frosty Level  
Advance Business Systems  
Altra Credit Union  
Associated Bank  
Cinderella Carriages  
Clason GMC-Buick  
Cleary Management  
LCCVB

Gundersen Health  
Hawkin's Ash, CPA's  
Inland  
Kwik Trip  
La Crescent Rotary Club  
La Crosse Rotary East  
La Crosse Tribune  
Logistics Health  
Mathy Construction  
Mayo Health Systems  
Merchant's Bank  
Neshah Management  
Reinhart Family Foundation  
Reinhart Food Service  
Organic Valley  
Radisson  
Robert and Eleanor Franke Foundation  
Rotary After Hours-La Crosse  
Shopko Foundation  
Tomah VA Medical Center  
Rotary Club of La Crosse  
Valley View Rotary  
Verve Credit Union  
WalMart-La Crosse

WalMart-Onalaska  
WalzCraft  
Wells Fargo Advisors  
Window World

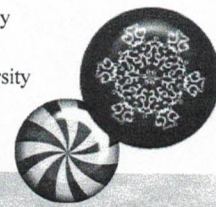
### Angel Level

Breakfast Club  
Jason and Kim Dahl  
Ho Chunk Nation  
Holmen Area Rotary  
La Crescent Rotary

### Caroler Level

608 Investment Group  
360 Real Estate  
4000 Foundation  
Ad Aids  
American Transmission Company  
Bethany Lutheran Homes  
Blain's Farm and Fleet  
Brown and Brown Insurance  
Borton Construction  
Co-Op Credit Union  
Courtesy Corporation

Dunkin Donuts  
Fayze's  
Gillespie Enterprises, Inc.  
Hanson and Associates  
Harter's Trash and Recycling  
Home 2 Suites  
Home Federal  
Kaplan University  
Klauke Investments  
La Crosse Memorials  
La Crosse Print  
Marine Credit Union  
McLoone  
Nexstar Broadcasting  
Onalaska Hilltopper Rotary  
Pepsi of La Crosse  
RiverPlace + Washburn On The Park  
RSM Accounting  
R.W. Baird  
Trane Company  
US Bank  
Viterbo University  
Xcel Energy



## 2017 Gifts-In-Kind

Ace Hardware  
Ad Aids  
Airgas  
Advisors Management Group  
Al and Karen Hansen  
Alter Metals  
Aramark  
Barb Dolato  
Battery Mart  
Bill and Teresa Peters  
Bill Hoel  
Bill Napier  
Blaine's Farm and Fleet  
Bob and Derk Swanson  
Bobcat of the Coulee Region  
Butch Rogowski  
Cabin Coffee  
Caribou Coffee  
Carpets to Go  
CenturyLink  
Charter Communications  
Clason's  
Crescent Printing  
Dakota Supply Group

Dan Mutch  
Dan Moen  
Dave and Cathy Thurston  
Degenhardt Tire, Inc.  
Del's-Onalaska  
Diveley Electric  
Drew Kozicki  
DS Electric  
E.O. Johnson  
Fairway Signs  
Festival Foods  
Fabick  
Gary Brauer  
GEXPRO  
Hayden Full  
Hatlevig, Jerry and Nancy  
Heidi Blanke  
Holmen High School  
Project L.I.V.E.  
Jake Hillestad and HHS  
Wood Shop  
Jim Krueger, Sr.  
John Corems  
Jim and Sue Crothers

K and K Lighting  
Korey Rossman  
Kathy Jirsa  
Katz Industrial Metals  
Kwik Trip  
L.B. White  
La Crosse Beverage  
La Crosse Glass and  
Overhead Door  
La Crosse Park and Recreation  
La Crosse Public Utilities  
La Crosse Police Reserve  
La Crosse Media Group  
La Crosse Sign  
La Crosse Tribune  
Paula and Scott Laufenberg  
Mathy Construction  
Matt and Carolyn Zimmermann  
Mid-City Steel  
Mike Fell  
Modern Crane  
Mutch Electric  
Nelson Flag and Display  
Nickolas Lanaski

Onalaska Rotary  
Lyle Peacock  
Pepsi  
Pizza Doctors  
Pomp's Tire Service  
P.T. Welding  
Ray Wu  
Reinhart Food Service  
Rita Connors  
River City Ready Mix  
Riverview Vineyard and Winery-  
Brad Helstad  
Rob Johnson  
Roncalli Newman Center  
Roger and Kay Bjorge  
Ryan Bruesewitz  
Shopko  
Skyrockers  
St. Joe's Equipment  
S + S Distributing  
SSE Music  
Suburban Propane  
Steve Klankowski  
Target-Onalaska

Terry Slaback  
Tim Benson  
Tom Svec  
Topper's Pizza  
Trane Company  
Tudahl, Pat and Frank  
Tudahl, Zach  
Viking Electric Supply  
WalMart-Onalaska  
Warriors Performing Arts  
West Salem Vet Clinic and  
Dr. Mike Houston  
Wieser Brother's  
Wettstein's  
Wettstein Brother's Electric  
Werner Electric Supply  
Wisconsin Building Supply  
WSU CME Department  
Xetex

## 2017 Board of Directors

Roger Bjorge.....Onalaska  
Leo Chaput.....La Crescent  
Mike Diveley.....Onalaska Hilltoppers  
Bill Hoel.....La Crosse  
Aaron Miller.....After Hours  
Terry Miller.....La Crosse East  
Larry Peterson.....Valley View  
Nancy Proctor.....Holmen  
Jim Spencer.....Holmen  
Karla Stanek.....La Crosse East

Beth Stempinski.....Caledonia  
Pat Stephens.....La Crosse East  
Joe Thesing.....La Crescent  
Dave Trapp.....La Crosse  
Jim Warren.....Valley View  
Bill Wiesjahn.....Onalaska  
John Wettstein.....La Crosse  
Mark Dahlke.....Rotary East

## 2017 Steering Committee

Leo Chaput  
Jim Cody  
Jim Crothers  
Sue Crothers  
Mark Dahlke  
Sarah Dahlke  
Mike Diveley  
Steve Earp  
Tim Ehler  
Elmer Grassman  
Jerome Gundersen  
Tom Hundt  
John Corems  
Steve Klankowski  
Butch Rogowski  
T.A. Slaback  
Dave Larsen  
Steve Link  
Basil Martin  
Dan Moen  
Loren Molling  
Pat Molling  
Phil Molling  
Jan Moore  
Dan Mutch  
Mariann Peterson

Doug Shupe  
Pat Smith  
Pat Stephens  
Tom Svec  
Dave Thurston  
Frank Tudahl  
Zach Tudahl  
Amy Wettstein  
Andy Wettstein  
Megan Whitehead  
Matt Zimmerman