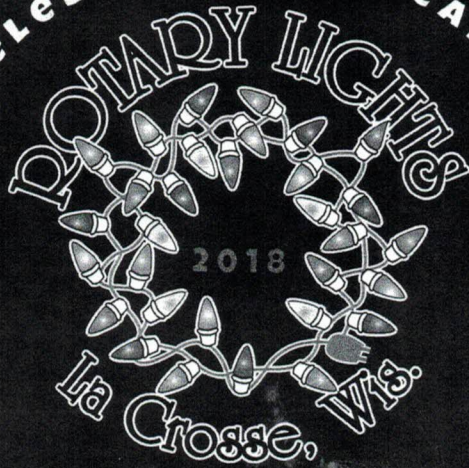


celebrating 24 years



## A Million Mississippi Reflections

Riverside Park  
La Crosse WI

ROTARYLIGHTS.ORG



## 2018 Prticipating & Benefiting Non-Profits

7 Rivers Community High School	River City Corvettes
ABLE	Riverland Amateur Radio Club
American Red Cross	RUSH WI WEST Soccer Club
Aptiv	Salvation Army
ASAP Horse Rescue and Adoption	Shamrock Club
BikersAgainstChildAbuse	Shelby Fire Dept
Bluff Country Family Resources	St.Patrick's Knights of Columbus
Boys & Girls Club of Greater La Crosse	Sudden Cardiac Arrest Association
Causeway Caregivers	The Hunger Task Force
Centering Onalaska	The Parenting Place
Child Abuse Prevention Task Force	Trane Abilities Park Project
Congregational Preschool	Tri-State Ambulance
Coulee Connections	UWL Alpha Phi
Coulee Council on Addictions	UWL Alpha Xi Delta
Coulee Region Adult Day Center	UWL Beta Alpha Psi
Coulee Region Humane Society	UWL Biology Club
Coulee Region RSVP	UWL Computer Science Club
Couleecap, Inc	UWL Delta Sigma Phi
Disability Action Network	UWL Foundation for International
Faith Lutheran Church	Medical Relief
Fuzz Nuts	UWL Gamma Sigma Sigma
Girl Scouts of Badgerland	UWL Golden Key
Great Rivers United Way	UWL Kappa Delta Pi
Gundersen Transitional Year Residency	UWL LC Hip Hop Dance Team
Habitat for Humanity	UWL Microbiology Club
Health Science Academy	UWL Nuclear Medicine Technology
Holmen High Project Live	UWL Pre-Med Club
Holmen High School Interact	UWL REC Club
Holmen Knights of Columbus	UWL Red Cross Chapter
Housing Authority of La Crosse	UWL School Psychology
La Crosse Area Astronomical Society	Graduate Program
La Crosse Area Masonic Lodges	UWL Student Advisory Council for the
La Crosse Citizen Advocacy	College of Business
La Crosse Curling Club	UWL Student Council for
La Crosse Dive Unit	Exceptional Children
La Crosse Jaycees	UWL Therapeutic Recreation Club
La Crosse Lions	UWL University Staff Council
Lakeview Health Center	UWL Vanguards
Logan High Band	UWL Volunteering Within
Miss Wild West Royalty	UWL Wishmakers on Campus
Myrick Park Community and Zoo	UWL Women's Club Hockey
N.A.M.I.	Viterbo Global Outreach Club
Norskedalen	West Salem High School Music
Onalaska High School Choir	Westby Syttende Mai Royalty
Parent Support	WTC Health Information
Onalaska High School FBLA	Technology Club
Onalaska High School Rotary	WTC Respiratory Therapy Club
Interact Club	YWCA Teen Services
Onalaska Middle School WEB Leaders	
Preservation Alliance	

## Entertainment 2018

Special thanks to these groups that performed in the Ice Castle

Bone-a-Fied Brass  
 Giving Hearts Choir  
 Apple Annies  
 Cashton High School Band & Choir  
 Life In Harmony  
 Cashton High School Bankd & Choir  
 UW-La Crosse Wind Ensemble  
 Fly Casual  
 TUGG  
 La Crosse Irish Music Sessions Players  
 5th Chamber  
 Driftless Brass  
 Aquinas MS Band, Choir & Ochestra  
 West Salem HS Band & Choir  
 Bangor Vocal Jazz  
 Bangor Jazz Bands  
 Caledonia Vocal Jazz  
 Winona 8th Grade Choir  
 Sons of Norway  
 Dick & Peggy Daleki Duo  
 Holmen HS Orchestra  
 Longfellow Middle School Band  
 Longfellow Middle School Show Choir  
 String Ties  
 Lincoln MS Band, Choir, & Orchestra  
 Emerson ES Voices  
 Logan HS Band  
 Onalaska Honors Jazz Ensemble  
 River City Strings Fiddle Club

## 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	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	Schmidt's	Eagles Club
Breakfast Club and Pub	Pickerman's	Sandy Chaput
Marge's on Rose	Pogy's	Pepsi
Beeble's Bar & Restaurant	Piggy's	Cabin Coffee
Pizza Doctors	Dublin Square	Chartwells
Burger King	Ciatti's	Pat Tudahl
Joyce Diveley	Alpha Xi Delta	Alpha Phi
Karen Hansen	Teresa Peters	Kwik Trip
Sharon Loomis	Joanne Stephen	
Dairy Queen-Onalaska	Red Pines	

Let's not forget the homemade chocolate chip cookies. Sharon Loomis, Joanne Stephens, Teresa Peters, and two sororities are the cookie angels. We're convinced some people volunteer just because of the cookies.





# To the Good People of the Coulee Region

There is no question that 2018 was another banner year for Rotary Lights. Huge food collections, excellent gate receipts, magnificent volunteer participation, and some of the best weather through the early part of December that we have ever had. Best and fastest takedown in January as well. Thank you Greater La Crosse for making Rotary Lights a winter icon for our area.

Some highlights from 2018:

- Thanks to the leadership of Steve Klankowski and excellent help from Matt Zimmermann and Zach Tudahl we were able to put together our mega tree display in the south section of the park. These new four trees were mesmerizing, and it was fun to watch the people stand and gaze at all of the rotations.
- Leo Chaput crafted a number of new displays for the skating area that added to the color and beauty of the Chad Erickson Ice Rink.
- Our bonfire and s'mores were a tremendous success. Couldn't keep up some nights.
- We had nine engagements (that we know of) and 2 weddings among the magic of millions of lights.

Rotary Lights 2019 will mark the 25th year of this project. We've formed a special committee that is busy making plans for our Silver Anniversary. You will not be disappointed. This is a creative group that wants to create a "WOW" factor that will draw thousands from the Midwest.

We are indeed blessed to have such a great core of volunteers that sacrifice so much of their free time to make sure we have an annual display that the entire community can be proud of. Most communities would not even consider taking on a project like this. This is God's Country!

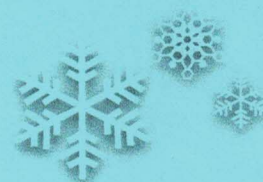
To be involved with Rotary Lights as a volunteer, sponsor, committee member, or in some way, contact us at (608) 784-9993; send a note to P.O. Box 215 La Crosse, WI 54602-0215; or visit [rotarylighs.org](http://rotarylighs.org).

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 2018.

Irish hugs,

*Pat Stephens*

Pat Stephens-President



## 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  
AFSCME Local 340-Western Wisconsin Cares  
Beer By Bike Brigade  
La Crosse County Employees-Downtown Campus  
La Crosse County Library System.  
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  
La Crosse County Tavern League

The Trane Company once again collected pallets of food in 2018. 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.*

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
2018.....	318,640

**24 Year Total  
3,965,839**

ONLY 34,161  
AWAY FROM THE  
4 MILLION  
FOOD ITEM MARK

### Pantries Sharing Collections in 2018:

#### 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  
Ontario Food Basket  
La Farge Food Basket



## 2018 Sponsors

The following categories were established to recognize various levels, gifts of cash or gifts-in-kind that made Rotary Lights 2018 possible.

### Super Star Level

Brenengen Auto  
LCCVB

### Frosty Level

Advance Business Systems  
Altra Credit Union  
Associated Bank  
Cinderella Carriages  
Clason GMC-Buick  
Cleary Management  
Dunkin Donuts  
Dynamic Lifecycle Innovations  
Ho Chunk Nation  
Mayo Health System  
Rotary Club of La Crosse  
Wells Fargo Foundation  
Wells Fargo Advisors/  
Wells Fargo Bank

### Galaxy Level

CenturyLink  
Chart Industries  
Coulee Bank  
Dahl Automotive  
Dairyland Power  
Doug and Merri Shupe  
Festival Foods  
Fowler & Hammer

Great Lakes Coca-Cola  
Gundersen Health  
Hoel/Newburg/Christenson  
IC System  
Hawkin's Ash, CPA's  
Inland  
Kwik Trip  
La Crescent Rotary Club  
La Crosse Rotary East  
La Crosse Tribune  
Logistics Health, Inc.  
Mathy Construction  
Merchant's Bank  
Nesnah Ventures  
Galaxy Continued  
Organic Valley  
Radisson  
Reinhart Family Foundation  
Reinhart Food Service  
Robert and Eleanor Franke Foundation  
Rotary After Hours-La Crosse  
Rotary Club of La Crosse East  
Rotary Club of Onalaska  
Sam's Club  
Shopko Foundation  
Valley View Rotary  
Verve Credit Union  
Wal-Mart-Onalaska  
WalzCraft

Wieser Brothers  
Window World

### Angel Level

Borton Construction  
Breakfast Club  
Holmen Area Rotary  
Insurance Center  
Kaplan  
Klauke Investments  
La Crescent Rotary  
La Crosse Tribune  
Xcel Energy

### Caroler Level

608 Investment Group  
360 Real Estate  
4000 Foundation  
Ad Aids  
American Transmission Company  
Bethany Lutheran Homes  
Brown and Brown Insurance  
Caledonia Rotary  
City Vision Foundation  
Colgan Air Service  
Coulee Region Cremation  
Courtesy Corporation  
Don Anthony  
Downtown Mainstreet

Fayze's  
Gillespie and Associates  
Gillespie Enterprises, Inc.  
Hale, Skemp, Hanson, Skemp & Sleik  
Hanson and Associates  
Harter's Trash and Recycling  
Home Federal  
Howie's Bar and Grill  
Inland  
Kelley and Jason Bahr  
La Crosse Memorials  
La Crosse Print  
Marine Credit Union  
Nexstar Telecommunications  
Old Crow  
Onalaska Hilltopper Rotary  
RiverPlace + Washburn on the Park  
RSM Accounting  
R.W. Baird  
Stifel  
Stuart Companies  
Trane Company  
Trust Point  
US Bank  
Viterbo University  
Wal-Mart La Crosse

## 2018 Gifts-In-Kind

RL-2018 Gifts-In-Kind  
Ace Hardware  
Ad Aids  
Airgas  
Advisors Management Group  
Al and Karen Hansen  
Alter Metals  
Andy and Amy Wettstein  
Barb Dolato  
Bethel Lutheran Church  
Bill and Teresa Peters  
Bill Hoel  
Bill Napier  
Bob Wingate  
Bob Wuensch  
Bobcat of the Coulee Region  
Bob Cary & Andy Clements, CSS  
Bonsack Trucking  
Butch Rogowski  
Cabin Coffee  
Caribou Coffee  
CenturyLink  
Charter Communications  
Clason's Buick GMC

Crescent Printing  
Dakota Supply Group  
Dan Mutch  
Dave Johnson Company  
Dan Moen  
Dave and Cathy Thurston  
Degenhardt Tire, Inc.  
Del's-Onalaska  
Mike Diveley  
DS Electric  
Ed Moore  
E.O. Johnson  
Explore La Crosse  
Fairway Signs  
Festival Foods  
Fabrick Rentals  
Gary Brauer  
GEXPRO  
Goodwill La Crosse/Onalaska  
Good Steward  
Great Lakes Coca-Cola  
Hatlevig, Jerry and Nancy  
Hersey Corp  
Iron Workers Local 383

Jake Hillestad and  
HHS Wood Shop  
Jim Krueger, Sr.  
Joanne Stephens  
John Corems  
Jim and Sue Crothers  
K and K Lighting  
Kyle Jumbeck  
Kyle Westbrook  
Kwik Trip  
L.B. White  
La Crosse Area Tavern League  
La Crosse Beverage  
La Crosse Glass and  
Overhead Door  
La Crosse Park and Recreation  
La Crosse Police Dept.  
La Crosse Public Utilities  
La Crosse Police Reserve  
La Crosse Media Group  
La Crosse Sign  
La Crosse Tribune  
Leo Chaput  
LINK Magazine

Mark and Sarah Dahlke  
Mathy Construction  
Matt and Carolyn Zimmermann  
Gary Metzger Mid-City Steel  
Mike Fell  
Modern Crane  
Mutch Electrical Contractors  
Nelson Flag and Display  
Onalaska Rotary  
Pat and Frank Tudahl  
Pepsi  
Phil's Appliance Repair  
Pizza Doctors  
Pomp's Tire Service  
P.T. Welding  
Ray Wu  
Reinhart Food Service  
Rita and Mick Connors  
River City Ready Mix  
Riverview Vineyard and  
Winery-Brad Helstad  
Rob Johnson  
Roger and Kay Bjorge  
Salvation Army

Skyrockers  
Sharon and Bud Loomis  
St. Elizabeth Ann Seton  
St. Joe's Equipment  
S + S Distributing  
SSE Music  
Suburban Propane  
Steve Klankowski  
Terry Slaback  
The Rock Foundation 95.7  
Tim Benson  
Tom Svec  
Topper's Pizza  
Trane Company  
Viking Electric Supply  
Wal-Mart-Onalaska  
Warriors Performing Arts  
Wieser Brother's  
Wettstein Brother's Electric  
Werner Electric Supply  
Xetex  
Zach Tudahl  
Z 93 Z Care

## 2018 Board of Directors

Roger Bjorge .....	Onalaska Rotary	Karla Stanek .....	La Crosse East Rotary
Bill Bray .....	Valley View Rotary	Beth Stempinski ..	Caledonia Rotary
Mike Diveley .....	Onalaska Hilltopper	Pat Stephens .....	La Crosse East Rotary
Bill Hoel .....	La Crosse Downtown	Joe Thesing .....	La Crescent Rotary
Brad Johnson .....	Onalaska Hilltopper	Dave Trapp .....	La Crosse Downtown
Aaron Miller .....	After Hours Rotary	Jim Warren .....	Valley View Rotary
Terry Miller .....	La Crosse East Rotary	Bill Wiesjahn .....	Onalaska Rotary
Arien O'Heron ....	Caledonia Rotary	John Wettstein ....	La Crosse Downtown
Larry Peterson .....	Valley View Rotary	Mark Dahlke .....	La Crosse East Rotary
Nancy Proctor .....	Holmen Rotary		
Jim Spencer .....	Holmen Rotary		

## 2018 Steering Committee

Leo Chaput	Tom Hundt	Pat Smith
Rita Connors	Steve Klankowski	Pat Stephens
Jim Crothers	Dave Larsen	Tom Svec
Sue Crothers	Basil Martin	Dave Thurston
John Corems	Dan Mutch	Frank Tudahl
Mark Dahlke	Loren Molling	Zach Tudahl
Sarah Dahlke	Jan Moore	Andy Wettstein
Mike Diveley	Bill Peters	Matt Zimmermann
Steve Earp	Teresa Peters	
Tim Ehler	Butch Rogowski	
Mike Fell	Doug Shupe	
Elmer Grassman	Terry Slaback	