

A Million Mississippi
Reflections

2015

www.rotarylights.org

Twenty One Years...and counting

For many activities, when one turns "21" they are finally legal and able to do almost anything. We just completed our twenty-first year of Rotary Lights and our volunteers know they can accomplish most anything. What a crew!!

Thanks to great weather from Mother Nature, low gas prices and a real boost from the television show Discover Wisconsin, 2015 broke all our records in terms of traffic count, foot traffic, contributions and food collections. We finished with just under 300,000 food items which allowed us to pass over the 3 million mark collected since Rotary Lights began in 1995.

We had four weddings and 20+ engagements (that we know of). We had help from 114 non-profit organizations representing over 3,200 volunteers. We were entertained by 30+ musical groups and even had a magical evening with the String Ties playing in the Ice Castle.

Thanks once again to the Onalaska Rotary Club for the food, help, and many gifts they coordinated for the kids from the Boy's and Girls's Club, Salvation Army, and some area churches. This special Santa Breakfast brings the true meaning of Christmas to the forefront.

Our After Hours Rotary Club had a banner year sponsoring their Ugly Sweater Fun Run. It has been fun to watch that activity continue to grow. The dollars raised support good causes all over the world.

The Rotary Lights Gift Shop in Santa's House once again exceeded our expectations. Heartfelt thanks to Rita Connors, Lynn Dolezel and Teresa Peters for spearheading this effort. They will be back! They loved working with Santa and especially our railroad man, John Corems. John kept the kids entertained as they waited to see Santa with his computerized miniature train display.

A special thank you to Steve and Sharon Earp from SSE Music. They have supplied the sound equipment and staffed the Ice Castle Entertainment venue for all 21 years as their gift to Rotary Lights. Special people.

To be involved with Rotary Lights as a volunteer, sponsor, committee member, or in some other way, contact us at (608)784-9993; send a note to P.O. Box 215 La Crosse, WI 54602-0215; or visit www.rotaryl原因lights.org.

On behalf of the Rotary Club of La Crosse, La Crosse Rotary East, Caledonia Rotary, Holmen Area Rotary Club, Onalaska Hilltopper Rotary, La Crescent Rotary, Afterhours Rotary, Onalaska Rotary and Valley View Rotary, we thank all who helped and contributed to the success of 2015.

Irish hugs,

Pat Stephens

Pat Stephens-President Rotary Lights



Rotary Lights Mission:

To feed the hungry in the Coulee Region

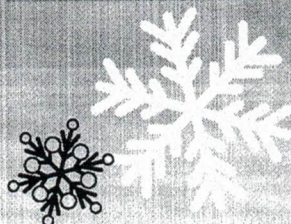
2,733,112 Food

Items (and counting)

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

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



21 Yr Total 3, 029, 896

the following had food drives under the Rotary Lights umbrella:

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
Trane
La Crosse County Employees-Downtown Campus
La Crosse County Library System
La Crosse County Solid Waste Dept.
The La Crosse Area Jeep Club
Shamrock Club
WTC-Automotive Classes

Over 32,000 food items from the "ifed effort".

The Trane Company collected over 2 pallets of food in 2015. 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.

FOOD PANTRIES SHARING COLLECTIONS IN 2015:

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



2015 Participating & Benefiting Non-Profits

7 Rivers Community
High School
ABLE
Agape Pregnancy Resource
Center
American Cancer Society
American Red Cross-
Scenic Bluffs Chapter
Aquinas Catholic Schools
ASAP Horse Rescue and
Adoption Program
Bikers Against Child Abuse
Boys & Girls Club of
Greater La Crosse
Causeway Caregivers
Child Abuse Prevention
Task Force
Congregational Preschool
Coulee Connections
Coulee Council on Addictions
Coulee Montessori
Coulee Region Adult Day Center
Coulee Region Humane Society
Coulee Region RSVP
Couleecap, Inc.
Faith Lutheran Church
Fuzz Nuts
Girl Scouts of WI
Badgerland Council
Great Rivers 2-1-1
Great Rivers United Way
Habitat for Humanity-
La Crosse Area

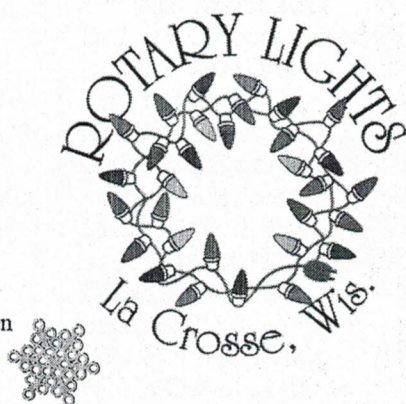
Holmen High School
Interact Club
Holmen Knights of Columbus
Holmen Lutheran Church
Housing Authority of La Crosse
Hunger Task Force
JC's Village
Kappa Delta Pi
La Crosse Area
Astronomical Society
La Crosse Area Suicide
Prevention Initiative
La Crosse Central AVID
La Crosse Central Dance Team
La Crosse Central DECA
La Crosse Central FBLA
La Crosse Citizen Advocacy
La Crosse Dive Unit
La Crosse Jaycees
La Crosse Lions
La Crosse Officers Spousal
Support Association
La Crosse Police Reserves
La Crosse Area Family YMCA
Lakeview Health Center
Logan High Band
Miss Wild West Royalty
MOMs Club of La Crosse
& West Salem
N.A.M.I.
Norskedalen
Oktoberfest

Onalaska High School
Girls Basketball
Paws 4 Independence
Preservation Alliance
River City Corvettes
Riverfront INC
Riverland Amateur Radio Club
Shamrock Club
Shelby Fire Department
St. Pat's Knights of
Columbus Onalaska
The Parenting Place
UWL Advocates for Children
UWL Alpha Phi
UWL Alpha Xi Delta
UWL Athletic Training
Association
UWL Beta Alpha Psi
UWL Biology Club
UWL Campus Autism
Education and Awareness
UWL Club Basketball
UWL Communications Club
UWL Delta Sigma Phi
UWL Delta Sigma Pi
UWL Doctor of Physical
Therapy Program
UWL Eta Phi Alpha
Honor Society
UWL Eta Sigma Gamma
UWL Gamma Sigma Sigma
UWL Golden Key

UWL Habitat for Humanity-
Campus Chapter
UWL Health Science Academy
UWL Kappa Delta Pi
UWL Learning in Retirement
UWL National Residence
Hall Honorary
UWL Physical Education
Majors Club
UWL Residence Hall Association
UWL SAA Organization
UWL Sigma Alpha Epsilon
UWL Society for Human
Resource Management
UWL Sociology Club
UWL Student Advisory for the
College of Business
UWL Student Alumni
Ambassadors
UWL Student Council
for Exceptional Children
UWL Students for Sustainability
UWL Vanguard
UWL Wisconsin Covenant
Scholars
UWL Women's Basketball
Viterbo Student Nurses
Association
West Salem High School Music
Westby Syttende Mai Royalty
Western Technical College -
Human Services
YWCA Teen Services

Entertainment 2015

La Crosse Astronomical
Society's Christmas Star
Program
UW-La Crosse Brass Quintets
Sons of Norway and Norskedalen
Viroqua HS 'Hawkuleles'
and other ensembles
Coulee Cordsmens
Melrose-Mindoro HS select choir
Longfellow MS Holiday Bands
Holmen Orchestra
Holmen HS Jazz Band
La Crosse Brass Quintet
Bangor HS Jazz Band
MS Jazz Band and Choir,
and IIS Jazz Band and Vocal Jazz
Life & Harmony Music Therapy



West Salem HS Combined
Band & Choir
Clog Jam
A Note Above Vocal Quartet
Winona MS 8th Grade Choir
Longfellow MS Show Choir
Blair-Taylor HS Choir
River City Strings
Lincoln MS Music Ensembles
Coulee Christian Elementary
School Choir

Feeding the Volunteers Program

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.

Beedle's Bar and Restaurant
Burger King
Jim and Sue Crothers
Fayze's
Maid Rite
Old Style Inn
Piggy's
Preferred Distributors
Schmidty's

Blue Moon
Cabin Coffee
Culver's of Onalaska
King Street Kitchen
Marge's on Rose
Pepsi
Pizza Doctors
Radisson
Shimmy's

Breakfast Club and Pub
Ciatti's
Dublin Square
La Crosse Beverage
Mc Donald's
Pickerman's
Pogy's
Reinhart Foods
Wendy's Mormon
Coulee

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.

2015 Sponsors

The following categories were established to recognize various levels, gifts of cash or gifts-in-kind that made Rotary Lights 2015 possible.

Galaxy Level (\$1,000+)

Altra Credit Union
Associated Bank
BMO-Harris
Centurytel
Chart Industries
Cinderella Carriages
Cleary Management
Dahl Automotive
Dairyland Power
Downtown Mainstreet
Dynamic Recycling
Festival Foods
First Supply
Fowler and Hammer
Gundersen Health System
The Hank Fillner Family
Hawkins Ash, CPA's
Inland
June One Five Foundation
Kwik Trip

La Crosse Area Convention
and Visitor's Bureau
La Crosse Rotary East
La Crosse Tribune Jeans Day
Logistics Health
Mayo Health Systems
Merchant's Bank
Onalaska Rotary
Radisson
John and Kathy Reinhart
Family Foundation
Reinhart Food Service
Rotary Avenues of Service
Rotary Club of La Crosse
Rotary Works Foundation
Doug and Merri Shupe
US Bank
Valley View Rotary
Verve Credit Union
Wal-Mart Foundation
WalzCraft
Wells Fargo Advisors

Stars Level (\$750)

Caledonia Rotary
La Crescent Rotary
Mc Loone Graphics
The Insurance Center
Holmen Area Rotary

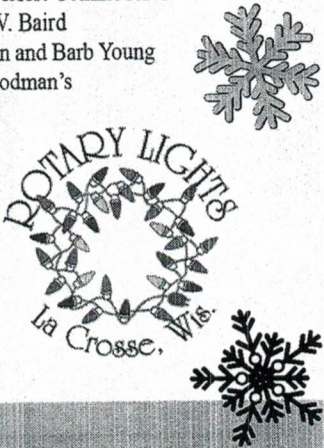
Angel Level (\$500)

Ad Aids
Bethany Lutheran Homes
Borton Construction
Breakfast Club and Pub
Brenengen Auto
Coulee Bank
Fayze's
Klauke Investments
La Crosse City Vision Foundation
Onalaska Hilltopper Rotary
Organic Valley Rotary After Hours
Shopko Foundation
Springbrook Community Assisted Living
State Bank Financial

Trust Point
Wettstein Brother's
Xcel Energy

Caroler Level (\$400)

Bethany St. Joseph
Drs. Tim Durtsche and L.C. Timm
Light Up Galesville
Riverfest Commodores
R.W. Baird
John and Barb Young
Woodman's



2015 Gifts-In-Kind

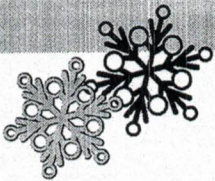
Ace Hardware
Ad Aids
Augas
Advisors Management Group
Alter Metals
Aramark
Barb Dolato
Battery Mart
Bill Hoel
Bill Napier
Bob and Derk Swanson
Bobcat of the Coulee Region
Butch Rogowski
Cabin Coffee
Caribou Coffee
Carpets to Go
CenturyLink
Charter Communications
Clason's
Corems, John

Crescent Printing
Dakota Supply Group
Dan Mutch
Dan Moen
Dave and Cathy Thurston
Degenhardt Tire, Inc.
Del's-Onalaska
Digital Bay
Diveley Electric
DS Electric
FABCO
Fairway Signs
Festival Foods
Gexpro
Hallman Lindsay Paint
Hatlevig, Jerry and Nancy
Heidi Blanke
Holmen High School Project
L.I.V.E.

Jake Hillestad and
HHS Wood Shop
Jim Krueger, Sr.
Jim and Sue Crothers
John Helfrich
Kathy Jirsa
Katz Industrial Metals
Kwik Trip
L.B. White
La Crosse Beverage
La Crosse Mechanical
La Crosse Park and Recreation
La Crosse Public Utilities
La Crosse Police Reserve
La Crosse Radio Group
La Crosse Sign
La Crosse Tribune
Market and Johnson
Matt and Carolyn Zimmermann
Mid-City Steel

Mike Fell
Modern Crane
Mutch Electric
Nelson Flag and Display
Northern Battery
Onalaska Rotary
Pepsi
Pizza Doctors
Pomp's Tire Service
P.T. Welding
Reinhart Food Service
Riverview Vineyard and
Winery-Brad Helstad
Roncalli Newman Center
Roger and Kay Bjorge
Shopko-La Crosse North
Shopko-South
Shopko-Onalaska
Skyrockers
St. Joe's Equipment

S + S Distributing
SSE Music
Steve Klankowski
Target-Onalaska
Target-Winona
Terry Slaback
Tim Benson
Trane
Tudahl, Pat and Frank
Viking Electric Supply
WalMart-Onalaska
WalMart-Viroqua
Warriors Performing Arts
Wettstein's
Wettstein Brother's Electric
Werner Electric Supply
Wisconsin Building Supply
Young Builders Associations



2015 Board of Directors

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Bill Hoel, La Crosse
Aaron Miller, After Hours
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Jim Spencer, Holmen

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