



### Past Lifetime Achievement Recipients

2023	Mike Desmond & Nancy Proctor	2014	Dick Spencer & Dick Wieser
2022	Terry Bauer	2013	Elmer Grassman & Pat Smith
2021	Janie Morgan & Naomi Fruechte	2012	Mike Klug
2020	Stephanie Fraase & Scott Ryan	2011	Dean Dickinson
2019	David Amborn	2010	Pat Stephens
2018	Chuck Hanson & Leo Chaput	2009	Mac Dahl
2017	Dean McHugh	2008	Natalie Hartigan
2016	Brad Quarberg & Bill Pritchard	2007	Jack Haase
2015	Dirk Gasterland & Phil Quillin		

### Past Area Rotarian of the Year/Four-Way Test Recipients

2010	Gary Klein	1999	Tom Golden
2009	Ben Wedro	1998	Becky Brockman, Sharon Imes & Mike Poellinger
2008	Steve Doll		
2007	Gary Van Domelen	1997	Lindon Saline
2006	Ann Thompson	1996	Duane Moore & Pat Stephens
2005	Miles Miller	1995	Ted Solie
2004	Gene Phillips	1994	Harold Craig
2003	Rebecca Naugler & Tom Skogen	1993	Phil Quillin & Willard Halverson
2002	J. Michael Hartigan	1992	Anita Froegel
2001	Stephanie Fraase	1991	Chuck Hanson & John Hanson
2000	Elmer Grassman	1990	Steve Hamilton

### Past Rising Star Award Recipients

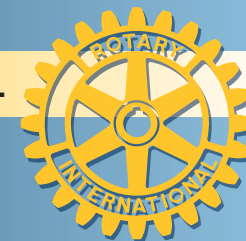
2023	Danielle McAlister & Neil Wieser	2018	Julie Nelson
2022	Marc Roen	2017	Natalie Olsen & Spencer Niebur
2021	Monica & Steve Holman	2016	Justin Garvey
2020	Bob Buck	2015	Matt Boshcka
2019	Sarah Arendt-Beyer & Jeff Sexauer	2014	Johnny Brevik & Arien O'Heron

### 2023-24 Avenues of Service Committee

Niki Pohnl	Rotary Club of La Crosse
Marissa Dickinson	Rotary Club of La Crosse After Hours
Mary Mell	Rotary Club of Caledonia
Shawn McAlister	Onalaska Hilltopper Rotary Club
Stephanie Fraase & Janie Morgan	Rotary Club of La Crosse Valley View
Peggy Knobloch	Holmen Area Rotary Club
Dave Ebner	Rotary Club of La Crescent
Bill La Rue & Jonathan McKenzie	Rotary Club of La Crosse East
Kristin Beseler, Jessica Himmer & Wayne Oliver	Assistant District Governors

*Special thanks to Steph Fraase, program design; Dan McKenzie, event photographer; Bob Spencer, video presentation and Bill La Rue and EO Johnson Business Technologies, program printing*

34th ANNUAL

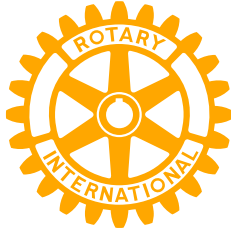


# ROTARY Avenues of Service DINNER

Wednesday, August 21, 2024

5:30 pm Social & Basket Raffle  
6:30 pm Dinner & Program

The Cargill Room, Downtown La Crosse



## PROGRAM

### Master of Ceremonies

Dustin Luecke, Rotary Club of La Crosse After Hours

### Ringing of the Bells - Club Presidents

### Welcome

### Rotary Protocol

Pledge of Allegiance, Rotary 4-Way Test & Moment of Inspiration  
Rev. Mark Jolivette, President, Rotary Club of La Crosse

### Dinner

### Greetings

District Governor Elect, Michael Kloss, Eau Claire Rotary Club

### Rotary Works Foundation

Jonathan McKenzie, Rotary Club of La Crosse East

## AWARDS

**Avenues of Service Awards • Club Rotarians of the Year  
Rising Star Award • Lifetime Achievement Award**

### Remembering Rotarians

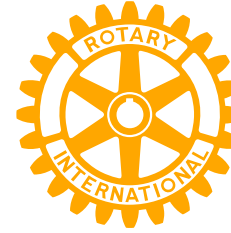
### Raffle Drawings

### Recognition of Committee & Closing

### The Four-Way Test

The Four-Way Test provides a measure of things Rotarians think, say or do:

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL and BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?



## 2023-24 Avenues of Service Awards

**Club Service** . . . . . **Alpaca Pancake Event** - Rotary Club of La Crosse After Hours

**Community Service** . . . . . **Neighbors Day** - Rotary Club of Caledonia  
**River Clean Up** - Rotary Club of La Crosse

**International Service** . . . . . **Open World 2023 Project** - Rotary Club of La Crosse Valley View

**New Generations** . . . . . **Seeding a Legacy** - Northside Elementary/  
**Coulee Montessori Greenhouse** - Rotary Club of La Crosse After Hours

**Vocational Service** . . . . . **Teacher of the Month** - Holmen Area Rotary Club

## 2023-24 Rotarians of the Year

- Holmen Area Rotary Club. . . . . **Justin Bodin**
- Onalaska Hilltopper Rotary Club. . . . . **Brian Stephan**
- Rotary Club of Caledonia . . . . . **Sherry Sime**
- Rotary Club of La Crescent . . . . . **Teri Booth**
- Rotary Club of La Crosse After Hours . . . . . **Ashley Santolin**
- Rotary Club of La Crosse. . . . . **Julia Behrenbeck**
- Rotary Club of La Crosse East . . . . . **Jodi Ehrenberger**
- Rotary Club of La Crosse Valley View. . . . . **Rolan Covert**
- Rotary Club of Sparta. . . . . **Megan Arnold**

## Rising Star Award

**2023-24** . . . . . **Bradley Burke** - Rotary Club of La Crosse After Hours  
**Shari Laffredi** - Rotary Club of La Crosse Valley View

## Lifetime Achievement Award

**2023-24** . . . . . **Bob Allen** - Rotary Club of La Crosse East  
**Richard Kyte** - Rotary Club of La Crosse