



Past Lifetime Achievement Recipients

2024	Bob Allen & Richard Kyte	2015	Dirk Gasterland & Phil Quillin
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

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	1997	Lindon Saline
2007	Gary Van Domelen	1996	Duane Moore & Pat Stephens
2006	Ann Thompson	1995	Ted Solie
2005	Miles Miller	1994	Harold Craig
2004	Gene Phillips	1993	Phil Quillin & Willard Halverson
2003	Rebecca Naugler & Tom Skogen	1992	Anita Froegel
2002	J. Michael Hartigan	1991	Chuck Hanson & John Hanson
2001	Stephanie Fraase	1990	Steve Hamilton
2000	Elmer Grassman		

Past Rising Star Award Recipients

2024	Bradley Burke & Shari Laffredi	2018	Julie Nelson
2023	Danielle McAlister & Neil Wieser	2017	Natalie Olsen & Spencer Niebur
2022	Marc Roen	2016	Justin Garvey
2021	Monica & Steve Holman	2015	Matt Boshcka
2020	Bob Buck	2014	Johnny Brevik & Arien O'Heron
2019	Sarah Arendt-Beyer & Jeff Sexauer		

2024-25 Avenues of Service Committee

Niki Pohnl & Jeannie Meyer	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 LaRue	Rotary Club of La Crosse East
Michael Huber	Rotary Club of Sparta
Kristin Beseler, Stefanie Kline & Wayne Oliver	Assistant District Governors
Bob Spencer	Rotary Works Foundation

Special thanks to Tom Conrad, music; Steph Fraase, program design; Dan McKenzie, event photographer;
Bob Spencer, video presentation and Bill LaRue and EO Johnson Business Technologies, program printing

35th ANNUAL



ROTARY Avenues of Service DINNER

Wednesday, August 13, 2025

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

The Cargill Room, Downtown La Crosse

Happy 120th Birthday, Rotary!



PROGRAM

Master of Ceremonies

Dustin Luecke, Rotary Club of La Crosse After Hours

Ringling of the Bells - Club Presidents

Welcome

Rotary Protocol

Pledge of Allegiance, Rotary 4-Way Test & Moment of Inspiration
Rev. Mike McElwee, Rotary Club of La Crosse East

Dinner

Greetings

Past District Governor, Todd Restel, Rotary Club of La Crosse
District Governor, Michael Kloss, Eau Claire Rotary Club

Rotary Works Foundation

Bob Spencer, Rotary Club of La Crescent

AWARDS

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

Remembering Rotarians

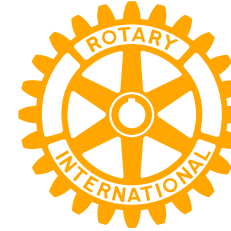
Raffle Drawings

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?



2024-25 Avenues of Service Awards

Club ServiceSearch for a New Club Service Project - Rotary Club of La Crescent

Community ServiceAunt Jane Project - Holmen Area Rotary Club
Park Bench Project - Rotary Club of Sparta

International ServiceMexico Ecological Stoves - Rotary Club of La Crosse After Hours

New GenerationsGear Up for Success: Supplies & Support for Students
Rotary Club of La Crosse After Hours

Vocational ServiceRotary Leadership Series - Rotary Club of La Crosse

2024-25 Rotarians of the Year

Holmen Area Rotary Club. Kelly Dunn

Onalaska Hilltopper Rotary Club. Dan Ferries & Jean Lunde

Rotary Club of Caledonia Naomi Fruechte

Rotary Club of La Crescent Mary Bubbers

Rotary Club of La Crosse After Hours Stefanie Kline

Rotary Club of La Crosse. Michelle Skemp

Rotary Club of La Crosse East Erica & Bill Cockriel

Rotary Club of La Crosse Valley View. Sandy Heck

Rotary Club of Sparta John Schanhofer

Rising Star Award

2024-25 Cinthia Shireman - Rotary Club of La Crosse Valley View
Jamie Thielker - Holmen Area Rotary Club

Lifetime Achievement Award

2024-25 Bill Hoel - Rotary Club of La Crosse