

A Million Mississippi Reflections

2013



www.rotarylights.org

WETTSTEIN'S

Thank you Rotary Lights!

Wettstein's appreciates the opportunity to support Rotary Lights. As a family owned and operated business founded in 1951, we have always felt it is our responsibility to be an active supporting member of our community.

Please give us the opportunity the next time you are in need of lighting fixtures, appliances, electronics, furniture, mattresses, appliance and electronic service, and home theater design, sales, and installation.



IT'S OUR 19TH YEAR ...

While the mission of Rotary Lights remains “to feed the hungry”, everyone wants to know what is new or different each year. I think you’ll like the items we’ve added for 2013.



Thanks to a wonderful new volunteer by the name of John Corems, we’ve added a new H.O. train display for everyone to enjoy while waiting to see Santa in the new house we dedicated in 2012. It has many bells and whistles, and both summer and winter scenes. All ages will have fun pushing the various buttons.

The good Lord certainly smiled on Rotary Lights a few years ago when volunteers T.A. Slaback and Butch Rogowski joined our ranks. They are two of the most talented and dedicated souls we could ever ask for. They can build anything, from special trailers to the Santa House ramps. We are blessed to have them involved.

Longtime volunteer and fellow Rotarian Leo Chaput continues to work his magic in making animated displays. Leo has even conducted some workshops for other towns so they can learn how to make rope lights come alive. His toy soldiers at the entrance to the park are his newest addition to our display.

If there is a napkin and a good ink pen around when you’re visiting with Jerome Gundersen, be careful what you wish for. Over the years Jerome has designed and built the igloo that we use as a warming area on the north end of the park and the 40 ft. snowman that waves to the kids. His new globe for World Peace will be unveiled this year. It is always a pleasure to work with Mr. Imagination.

The calendar hurts our efforts this year. Because Thanksgiving is so late, we only have 33 nights of operation. That means we have to ask our visitors to be extra generous with their food and cash donations if we are to have the same impact on area food pantries. Please make meaningful gifts based on your own circumstances.

On behalf of the Stephens family (still only 11 grandchildren), my fellow Rotarians in Rotary East, La Crosse Downtown, Valley View, After Hours, La Crescent, Caledonia, Onalaska, Holmen, and Onalaska Hilltoppers, a very dedicated Board of Directors and Steering Committee, and over 3,000 willing volunteers, please accept best wishes for a safe and happy holiday season.

Irish hugs,

Pat Stephens, President

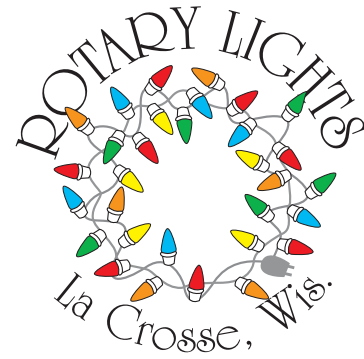


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Photos of Rotary Lights taken by - Dave Larsen



Brightening our communities

For the holiday season
and all year long.

**During the 2012-2013 Rotary year,
these projects and more were supported:**

Santa Celia housing project • YWCA's Teen Service Team Building
La Crescent's Old Hickory Park shelter • YMCA Community Teen Center
RiverFront's accessible garden beds • Responsibility Retreat event for High School Juniors
Junior Achievement Challenge • Viterbo scholarship for non-traditional student
Medical equipment for the Cleft Lip & Palate Intergral Care Center of Curitiba, Brazil
Slide Into Safety with the La Crosse Loggers • Busolo-Gomba, Uganda project
Back to School project for La Crosse area youth • New Horizons children's project
Prenatal Care Coordination Training for the Family & Children's Center
Noon Tunes • Travel for national student finalists for National History Day
The Big Blue Dragon Boat Race • La Crosse High Schools Scholarships



Supported by La Crosse Area Rotary Clubs & their members including:

Caledonia • Holmen Area • La Crescent • La Crosse After Hours • La Crosse Downtown
La Crosse East • La Crosse Valley View • Onalaska • Onalaska Hilltopper



2013 Participating & Benefiting Non-profits

- | | | |
|----------------------------------------------|---------------------------------------------|-----------------------------------------------|
| American Cancer Society | Holmen Lutheran Church | Shelby Fire Department |
| American Red Cross-Scenic Bluffs Chapter | HorseSense for Special Riders | Song of Selah Ministry Inc. |
| Aquinas Catholic Schools | Housing Authority of the City of La Crosse | St. Patrick's Knights of Columbus |
| Bar City Vans | La Crosse Area Astronomical Society | The Hunger Task Force of La Crosse Inc. |
| Benedictine Manor (St. Joseph Rehab) | La Crosse Area Crime Stoppers | The Parenting Place |
| Bethany Lutheran Homes | La Crosse Area Pregnancy and Infant Loss | The Shamrock Club |
| Boys and Girls Club of Greater La Crosse | La Crosse Area Suicide Prevention | UW-L Alpha Phi-Delta Kappa chapter |
| Boy Scout Troop 21-Brice Prairie | La Crosse Area Underwater and Recovery Unit | UW-L Alpha Xi Delta |
| Boy Scout Troop 91-Holmen | La Crosse Boychoir, Inc. | UW-L American Marketing Association |
| Business Integrity Group | La Crosse Central DECA | UW-L Classified Staff Council |
| Campbell Fire Department | La Crosse Central FBLA | UW-L Communication Studies Club |
| Causeway Interfaith Volunteer Caregivers | La Crosse Central Grand Central Station | UW-L Delta Sigma Phi |
| Child Abuse Prevention Task Force | La Crosse Central High School Dance Team | UW-L Delta Sigma Pi |
| Citizen Advocacy of La Crosse | La Crosse County 4-H | UW-L Eta Sigma Gamma |
| Congregational Preschool | La Crosse Health Science Academy | UW-L Gamma Sigma Sigma |
| Coulee Connections | La Crosse Jaycees | UW-L Geography Club |
| Coulee Council on Addictions | La Crosse Lincoln Middle School | UW-L Golden Key |
| Coulee Montessori | La Crosse Lions Club | UW-L Learning in Retirement |
| Coulee Region Adult Day Center | La Crosse Logan Band | UW-L Microbiology Club |
| Coulee Region Human Society | La Crosse Public Library | UW-L National Residence Hall Honorary |
| Coulee Region Men in Nursing | La Crosse Seventh-Day Adventist Church | UW-L Physical Education Majors Club |
| Coulee Region Professional Women | Lakeview Health Center | UW-L Psi Chi/Psych Club |
| Coulee Region RSVP | MOMS Club La Crosse/ West Salem | UW-L Society for Human Resource Management |
| Couleecap Inc. | N.A.M.I. of La Crosse County | UW-L SOTA |
| Girl Scouts of WI Badgerland Council | Norskedalen | UW-L Student Affairs Division |
| Habitat for Humanity - La Crosse Area | Prayz Network Radio Ministry | UW-L Student Council For Exceptional Children |
| Ho-Chunk La Crosse Youth and Learning Center | Preservation Alliance | UW-L Women's Basketball |
| Holmen Area Foundation | River City Corvettes | Viterbo Student Nurses |
| Holmen Band Parents | River Valley Veteran Advocacy Council | West Salem High School Music |
| Holmen High School Interact Club | Riverland Amateur Radio Club | Westby FCCLA |
| Holmen Knights of Columbus Council #9385 | Riverfront | Western WI Juvenile Diabetes |
| | | Wild West Days — Miss Wild West Royalty |
| | | WTC AFT Local 3605 |

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| Chart Industries | Onalaska Rotary |
| Cinderella Carriages | Radisson Hotel |
| Cleary Kumm Foundation | Reinhart Food Service |
| Community Credit Union | La Crosse Rotary Downtown |
| Dairyland Power | La Crosse Rotary East |
| Doug and Meri Shupe | State Bank Financial |
| Downtown Mainstreet Inc. | TCI |
| Festival Foods | Valley View Rotary |
| First Supply | Wal-Mart-La Crosse |
| Fowler Hammer | Wal-Mart-Onalaska |
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Wednesday	7:30 a.m. to 5:30 p.m.	Thursday	7:30 a.m. to 7 p.m.
Friday	7:30 a.m. to 5:30 p.m.	Saturday	8 a.m. to 1 p.m.

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THE MISSION OF ROTARY LIGHTS: "TO HELP FEED THE HUNGRY OF THE COULEE REGION"

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	204,178
2011	226,642
2012	232,580

18 Year Total 2,266,693

FOOD PANTRIES SHARING COLLECTIONS IN 2013:

Caledonia (SEMCAC) Food Shelf
Coulee Cap
Holmen Lutheran
La Crescent Food Basket
New Horizons
Onalaska Food Basket
Place of Grace
Salvation Army
St. Elizabeth-Holmen
TLC Center
WAFER

*How long will it take
to hit the three million*

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 another food items through the efforts of:

AFSCME Local 2484-La Crosse County
AFSCME Local 340-Western Wisconsin Cares
Trane
Holmen Evergreen Elementary
Holmen Middle School
Juniper Neighbors
La Crosse County Employees-Downtown Campus
Mt. Calvary-Grace Lutheran-La Crosse (Healthy Pantry Challenge)
Sand Lake Elementary
St. Paul's Lutheran-Onalaska (Healthy Pantry Challenge)
Northern Hills Elementary
Viking Elementary-Holmen (Healthy Pantry Challenge)
La Crosse County Library System
UW-L CBA Student Advisory Council (SAC)
The La Crosse Area Jeep Club

The Trane Company collected over three pallets of food in 2012. A tremendous and appreciated effort.

Rotary Lights would like to partner with any groups that would like to be involved with food drives from Nov.1 through Dec.31.

Give More Next Year

To Your Community • To Your Family • To Yourself

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OUR COMMUNITY YOUR STATION



HAPPY HOLIDAYS!



From our family
to yours.

Locations

Onalaska (Home Office)
701 Sand Lake Rd.
Onalaska, WI 54650

Antigo
718 5th Ave.
Antigo, WI 54409

Appleton
920 Association Dr. W.
Appleton, WI 54914

Dubuque, IA
150 John F. Kennedy Rd.
Suite 500
Dubuque, IA 52002

Eau Claire
3301 Golf Rd.
Suite 101
Eau Claire, WI 54701

Green Bay
2929 S. Ridge Rd.
Green Bay, WI 54324

Madison
17 Applegate Ct.
Suite 200
Madison, WI 53713

Mankato, MN
209 South 2nd St.
Suite 202
Mankato, MN 56001

Platteville
490 E. Business Hwy. 151
Suite B
Platteville, WI 53818

Rhineland
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Rotary Lights

2013 TRAFFIC & FOOD ASSIGNMENTS

DATE	TRAFFIC CONTROL	FOOD GOES TO:
Friday, Nov 29	La Crosse Rotary	Salvation Army
Saturday, Nov. 30	Shelby Fire Dept.	Onalaska Food Basket
Sunday, Dec. 1	WalzCraft	TLC Center
Monday, Dec. 2	Radisson Hotel	Place of Grace
Tuesday, Dec. 3	Merchant's Bank	WAFER
Wednesday, Dec. 4	Reinhart Food Service	Holmen Lutheran
Thursday, Dec. 5	Hawkins Ash/Beta Alpha Psi	La Crescent Food Basket
Friday, Dec. 6	Fowler and Hammer	Caledonia Food Basket
Saturday, Dec. 7	Kwik Trip	WAFER
Sunday, Dec. 8	Wells Fargo Advisors	Onalaska Food Basket
Monday, Dec. 9	Lincoln Middle School	Place of Grace
Tuesday, Dec.10	Festival Foods	New Horizons
Wednesday, Dec. 11	Downtown Mainstreet, Inc.	Salvation Army
Thursday, Dec. 12	Logistics Health	WAFER
Friday, Dec. 13	Associated Bank	Holmen-St. Elizabeth
Saturday, Dec. 14	Doug and Meri Shupe Family	Onalaska Food Basket
Sunday, Dec. 15	Valley View Rotary	WAFER
Monday, Dec. 16	Community Credit Union	Salvation Army
Tuesday, Dec. 17	State Bank Fin.-Cleary Manag.	Onalaska Food Basket
Wednesday, Dec. 18	Dairyland Power	New Horizons
Thursday, Dec. 19	Altra Credit Union	Salvation Army
Friday, Dec. 20	Wettstein Brothers/SSE Music	WAFER
Saturday, Dec. 21	Holmen Rotary/Interact	Holmen-St. Elizabeth
Sunday, Dec. 22	Onalaska Hilltopper Rotary	Onalaska Food Basket
Monday, Dec. 23	La Crescent Rotary	La Crescent Food Basket
Tuesday, Dec. 24	Dave Thurston Family and Friends	WAFER
Wednesday, Dec. 25	Pat Stephens Family and Friends	Salvation Army
Thursday, Dec. 26	Inland Labels	Holmen-St. Elizabeth
Friday, Dec. 27	Caledonia Rotary	Caledonia Food Basket
Saturday, Dec. 28	Rotary East	TLC Center
Sunday, Dec. 29	UW-L Women's Basketball	Coulee Cap
Monday, Dec. 30	Onalaska Rotary	Onalaska Food Basket
Tuesday, Dec. 31	Citizen Advocacy	WAFER





ENTERTAINMENT ON SELECT EVENINGS

Monday, Dec. 2	6:30-7 p.m.	Melrose-Mindoro High School Select Choir
	7-8 p.m.	Blair-Taylor High School bell choir 'Belltallica'
Tuesday, Dec. 3	6:30-7 p.m.	La Crosse Longfellow Middle School flute choir
	7-7:30 p.m.	La Crosse Longfellow Middle School band
Monday, Dec. 9	6:30-8 p.m.	La Crosse Lincoln Middle School Chamber Orchestra, Holiday Brass, and show choir
Wednesday, Dec. 11	6-7 p.m.	Bangor High School Jazz Band and Vocal Jazz
	7-7:30 p.m.	La Crosse Longfellow Middle School fiddles and River City Strings
Thursday, Dec. 12	6-8 p.m.	We Three Twangs
Monday, Dec.16	6-6:30 p.m.	West Salem High School band and choir
	6:30-7 p.m.	La Crosse Longfellow Middle School Junction show choir
Tuesday, Dec.17	6-6:30 p.m.	Winona Middle School 8th grade choir
	6:30-7:30 p.m.	Life In Harmony LLC caroling
	7:30-8 p.m.	Coulee Chordsmen
Wednesday, Dec. 18	6-7 p.m.	Clog Jam
Thursday, Dec. 19	6-8 p.m.	Sparta High School ensembles

Visit www.rotarylites.org or music@ssemusic.com for updated entertainment schedule

HAY RIDES

Free family hayrides in the park on Tuesday nights.
DECEMBER 3, 10, 17 and on **MONDAY, DECEMBER 23**
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 Load at the west side entrance of the Ice Castle (heated tent).

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Rotary Lights would like to thank the following special corporate supporters for sponsoring a night at Rotary Lights. In addition to the \$1,000 sponsor gift, the employees of these companies also volunteer their time to staff the park.

WalzCraft.....	Dec. 1	Logistics Health	Dec. 12
Radisson Hotel.....	Dec. 2	Associated Bank.....	Dec. 13
Merchants Bank	Dec. 3	Doug and Meri Shupe Family	Dec. 14
Reinhart Food Service.....	Dec. 4	Community Credit Union.....	Dec. 16
Hawkins Ash, CPA's/Beta Alpha Psi.....	Dec. 5	State Bank Financial/Cleary Management....	Dec. 17
Fowler and Hammer.....	Dec. 6	Dairyland Power.....	Dec. 18
Kwik Trip	Dec. 7	Altra Credit Union.....	Dec. 19
Wells Fargo Advisors	Dec. 8	Wettstein Brothers/SSE Music	Dec. 20
Festival Foods	Dec. 10	Inland Labels.....	Dec. 26
Downtown Mainstreet, Inc	Dec. 11		


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Rotary Lights Carriage Rides

Cost: \$20 per couple
\$30 per family

**We proudly support our troops, ask about our Military discount.*

Scheduled Dates in the Park:

• Nov. 29 & 30 • Dec. 6, 7, 13-15, 19-23, 27-31

Enjoy the lights in style, take a ride in one of our carriages or sleigh to view this spectacular holiday tradition!



A portion of each ride is donated to the Rotary Lights.

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the parenting PLACE

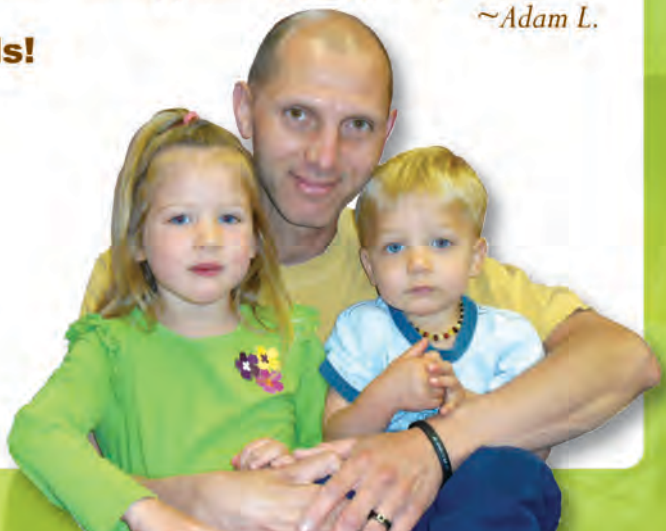
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~Adam L.





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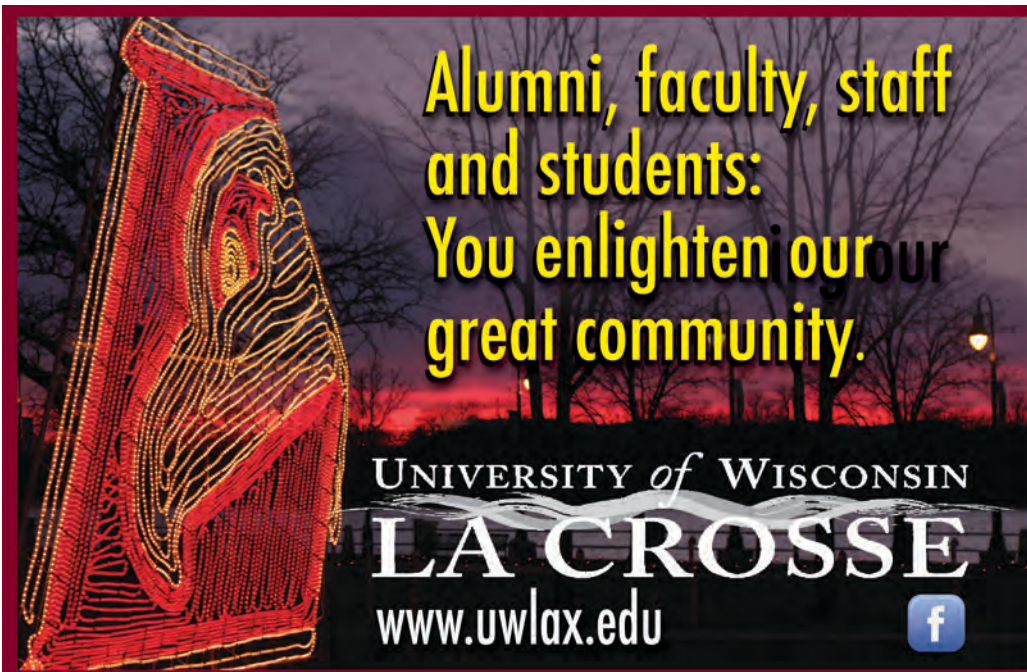
**THANK YOU ROTARY FOR 19 YEARS
 OF LIGHTING UP THE HOLIDAY SEASON!**

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 Phone: 608.784.3540

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ROTARY LIGHTS 2013 STEERING COMMITTEE

Leo Chaput	Pat Molling
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Mike Diveley	Myrna Schmidt
Steve Earp	Doug Shupe
Tim Ehler	Pat Smith
Hank Fillner	Pat Stephens
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Gundersen	Frank Tudahl
Tom Hundt	Zach Tudahl
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Loren Molling	



FEEDING THE VOLUNTEERS

Each year, there are just under 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 of our 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.

Ahz Pasta	Pepsi
Beedle's Bar and Restaurant	Pickerman's
Blue Moon	Piggy's
Culver's of Onalaska	Pizza Doctors
Dublin Square	Pogy's
Fayze's	Radisson
King Street Kitchen	Reinhart Foods
La Crosse Beverage	Rooster Andy's
Maid Rite	Schmidty's
Marge's on Rose	Shimmy's
Old Style Inn	Sloopy's
	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 Gamma Sigma Sigma Sororities.

Thank you



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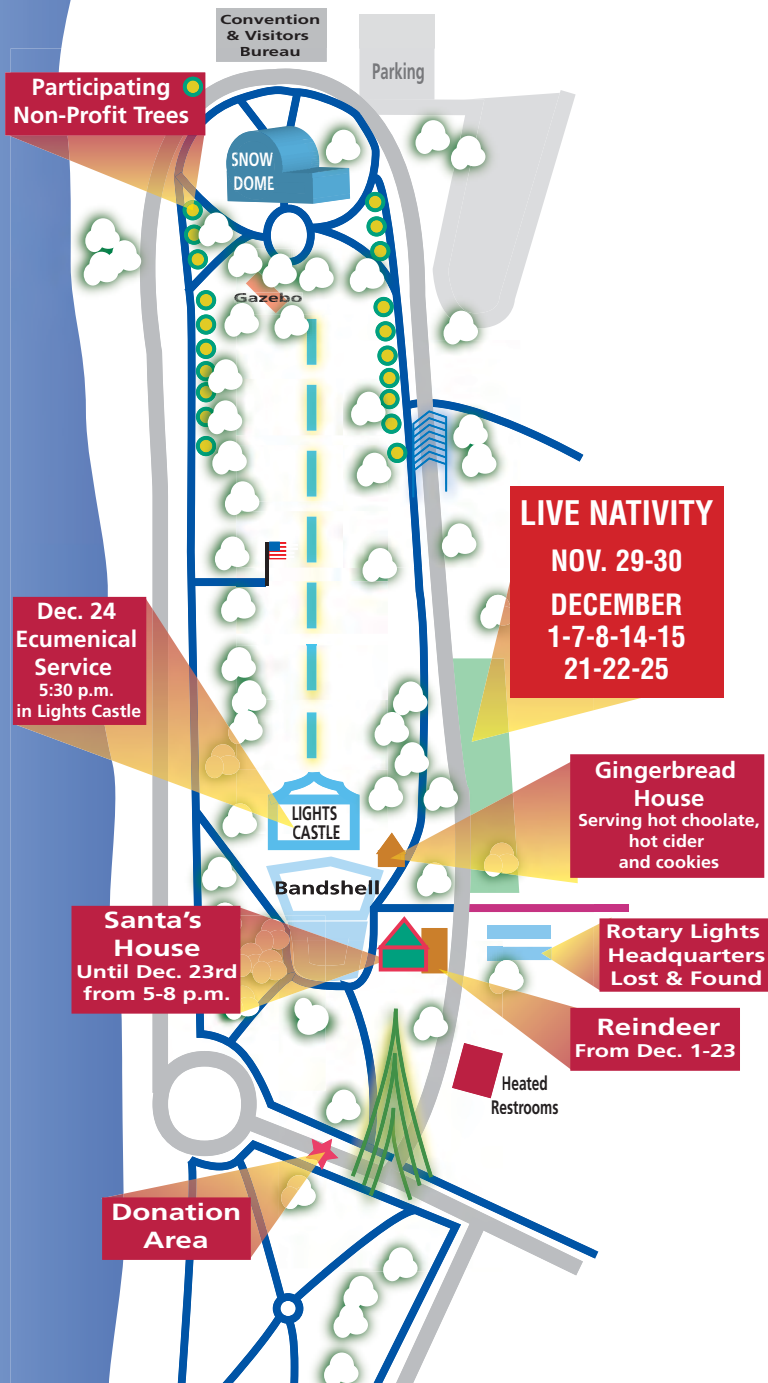
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Rotary Lights thanks the



**LA CROSSE
 COMMUNITY
 FOUNDATION**

for heading the effort towards our transition to LED lighting. With help from the City of La Crosse, La Crosse County, and other external grants we were able to accomplish in one year what would have otherwise taken four or five.

Truly appreciate the help.

The Mission of Rotary Lights is to Feed the Hungry

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Happy Holidays!

THANK YOU ROTARY LIGHTS
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