

ROTARY LIGHTS

La Crosse, Wis.

**A Million Mississippi
Reflections**

2015

WETTSTEIN'S **Price, Service, Selection**

Wettstein's and Lighting Design by Wettstein's appreciate 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, home décor, appliances, electronics, furniture, mattresses, appliance repair and parts.

*Thank you
Rotary Lights!*



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Twenty One Years...and counting



I don't think anyone associated with Rotary Lights would have imagined 21 years ago that it would grow to become the greater La Crosse area icon that it is today. From some very humble beginnings to one of the premier holiday displays in the Midwest is certainly a major accomplishment.

None of this growth would have been possible were it not for the thousands of volunteers that come forward every year to help in a variety of ways. We have helped 13 communities get a light display going in their area. Visiting groups from other municipalities are in awe of the legions of hard workers that provide the "people power" to make the project go. All we ask is that they be a non-profit organization and have as their primary mission "feeding the hungry". We take pride in knowing that in addition to the huge volumes of food that we collect, that the same generosity is being multiplied in 13 other locations.

We lost our dear friend Hank Fillner this year to a tragic tractor accident. Hank has been part of Rotary Lights since we began. We decided to dedicate 2015 to Hank. A story on Hank appears on page 6.

Discover Wisconsin filmed our display last year and we had a premier showing in late November of this year. Special thanks to Coulee Bank, TV 19, Wells Fargo Advisors and Piggy's for doing a first class job on the premier. They reach 11.5 million households in 8 states. We've already seen a huge increase in hits on our website and have answered hundreds of inquiries for times, dates, lodging, etc.

Our great volunteer John Corems has redone the model train once again in Santa's House and folks of all ages are encouraged to visit this magic display.

We added two more outstanding volunteers this year to the dedicated bunch that keeps Rotary Lights moving along. Steve Klankowski and Mike Fell have logged numerous hours performing a host of duties. We are fortunate to have them involved.

Hats off to the five Rotary Interact Clubs that put together the first "ifeed" in the area. Clubs from West Salem, Holmen, Central, Logan, and Aquinas packed over 52,000 meals for South America while collecting over 30,000 non-perishable food items to help stock the shelves of the Hunger Task Force. A remarkable accomplishment!

There is a new kids coloring book available in the Gift Shop of Santa's House. It is unique because all the sketches to be colored were done by area students. Please stop in and check it out.

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

Irish hugs,

Pat Stephens

Pat Stephens, President Rotary Lights

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What is Rotary?

Rotary Lights is sponsored by area Rotary Clubs who, in turn are part of an international service organization. That organization is built on providing humanitarian aid, fostering high ethical standards, and promoting peace and goodwill throughout the world.

Any project or activity is based on the Four Way Test, questions on which Rotary decisions are based:

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?

As Rotary Lights entered the planning stages, these questions were addressed. Out of those discussions came the decision to collect food for hunger agencies and money for participating non profits. The questions were the basis for creating Rotary Lights as a free-to-the-public event.

Rotary does more than light up Riverside Park between Thanksgiving and New Year's Day. You may recognize some of these projects, all of which Rotarians have played a part in organizing, fundraising, and labor:

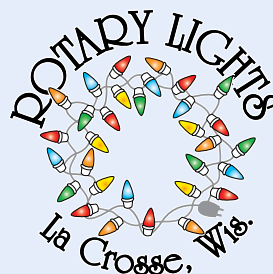
- Kids Coulee
- Myrick Hixon Ecopark
- Trees for Tomorrow
- International Gardens



On an international level, Rotary provides exchange programs for high school students, works tirelessly to eradicate polio, seeks ways to provide clean water, and much more.

Participating Rotary Lights Clubs are:

- After Hours
- Caledonia
- Holmen
- La Crescent
- La Crosse Downtown
- Onalaska
- Onalaska Hilltoppers
- Rotary East
- Valley View Rotary



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The music of John Denver and square dancing

December 22, 2015
7:30 pm

Check the Mail

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The Mission of Rotary Lights: "To Help Feed the Hungry of the Coulee Region"

<u>Year</u>	<u>Number of Food Items Collected</u>
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

20 Year Total - 2,733,112



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
- Juniper Neighbors
- La Crosse County Employees-Downtown Campus
- Sand Lake Elementary
- Northern Hills Elementary
- La Crosse County Library System
- UW-L CBA Student Advisory Council (SAC)
- The La Crosse Area Jeep Club

Rotary Lights would like to partner with any groups that would like to be involved with food drives from November 1st through December 31st.

★ HOW LONG WILL IT TAKE TO HIT THE 3 MILLION FOOD ITEM MARK?

Food Pantries Sharing Collections in 2015:

Caledonia Food Shelf
Holmen Lutheran
Onalaska Food Basket
Holmen-St. Elizabeth
UW-L Food Pantry

Cashton
La Crescent Food Basket
Place of Grace
TLC Center

Coulecap
New Horizons
Salvation Army
WAFER

Henry "Hank" Fillner

When you gaze at the 120-foot lighted Christmas tree that serves as the Rotary Lights beacon, think of Henry "Hank" Fillner, who passed away last May at age 86. Hank was a fixture at the park, overseeing the tree's installation and caring for the reindeer. He leaves a legacy of community service, kindness, and a dedication to helping others that went far beyond the norm.

You might say Hank was on top of it all at Rotary Lights because for years he could be found up in the crane putting the topper on the tree. During the Rotary Lights season, Hank was at the park daily, even when he wasn't supposed to be, say his daughters, Dina Blummer and Lyne Motylinski. "At a certain point, Mom told him he wasn't supposed to go up in the lift truck anymore. We'd find him there anywhere and he'd say 'don't tell her'." Twice a day, Hank cared for the reindeer, making sure the animals had everything they needed. A quiet, unassuming man, Hank never overlooked an opportunity to help someone.

Raised in La Crosse, one of five children, and attending Aquinas High School, Hank spent most of his career at Pappenfus Electric. His concern for others was evident early on, as he hired out to farms to help pay his sisters' tuition. Hank never sought the limelight. He was a behind-the-scenes type of guy, pitching in wherever and whenever help was required, setting the needs of others before his own and expecting nothing in return.

Lyne and Dina describe their dad as an outdoors man who loved the river, building a home along the Mississippi, and spreading that love to his daughters. "Under Dad's watchful eyes, we learned to hunt, fish, boat, and waterski." But his parenting went beyond that. As young girls on the Blue Star Color Guard, "Dad would drive the equipment for the whole squad to different events, finding a trailer and hauling it for them.



He and Mom were members of the first Blue Star parent organization."

Hank's contributions span a lifetime. "At least fifty years ago," say his daughters, he became involved with the American Legion, despite not being a veteran. "He worked with the rifles with the honor squad." That transitioned into his becoming one of the head cooks at the SOS breakfast. Because of Hank's dedication, he was named an honorary member. This year's first SOS breakfast was dedicated to him and his portrait "hangs in their hall with the honor guards' plaques."

The list goes on and on, Lyne and Dina recall. "He spent countless hours with friends and neighbors with health issues, being there to talk and listen. If he took someone under his wing, he helped them for years. He was a thoughtful listener; he somehow made it happen if someone needed something done," often before that person realized they needed help. Hank kept an eye on sick or elderly neighbors, checking in with them, assisting them in any way he could.

When Hank's wife Patricia took ill, eventually requiring nursing home care, he visited her twice daily, at breakfast and

dinner. "Even after she passed three years ago," said Lyne and Dina, "he'd take flowers to the nurses because of the friendship he established."

Dina and Lyne knew they could find their dad at Rotary Lights in the late fall months. "We'd visit and Dad always said 'that's where I'm going to be during the day'." Though no longer able to ride the lift truck, Hank still made daily trips to the park. He considered his Rotary Lights fellow volunteers as family. "We stayed in close contact with all these people and share memories."

Hank was a loving husband and father. "What a legacy he's left. He showed us how to be a parent in a loving way. We felt supported, knew he loved us, and always knew they (Mom and Dad) were behind us."

Hank died doing what he did best—helping others, but not wanting to be noticed for it. While tilling the garden at Bethany Nursing Home, the tractor tipped, ending the life of a man whose legacy will go on forever. As for the words about him in this brochure, say Lyne and Dian, "Dad would be humbled and overwhelmed, but honored."

So think of Hank when you look up at the entrance tree; think of him when you visit the reindeer; but, most of all, when you wonder if you should help someone, think of Hank. That's what he would want the most.





HAPPY HOLIDAYS
OUR COMMUNITY YOUR STATION



Ice Castle Entertainment Schedule

Mon, Nov. 30	6:00-6:30 p.m.	La Crosse Astromnomical Society's Christmast Star Program
Tuesday, Dec. 1	6:00-8:00 p.m.	UW-La Crosse Brass Quintets
Wednesday, Dec. 2	6:00-7:00 p.m.	Sons of Norway and Norskedalen
	7:00-8:00 p.m.	Viroqua HS 'Hawkuleles' and other ensembles
	8:00-9:00 p.m.	Coulee Cordsmens
Monday, Dec. 7	6:30-7:00 p.m.	Melrose-Mindoro HS select choir
	7:00-7:30 p.m.	Longfellow MS Holiday Bands
Tuesday, Dec. 8	6:00-7:00 p.m.	Holmen Orchestra
	7:00-7:30 p.m.	Holmen HS Jazz Band
Wednesday, Dec. 9	6:00-7:00 p.m.	La Crosse Brass Quintet
	7:00-7:30 p.m.	Bangor HS Jazz Band
Monday, Dec. 14	6:00-8:00 p.m.	Sparta MS Jazz Band and Choir, and HS Jazz Band and Vocal Jazz
Tuesday, Dec. 15	6:00-8:00 p.m.	Life & Harmony Music Therapy
Wednesday, Dec. 16	6:00-6:30 p.m.	West Salem HS Combined Band & Choir
Thursday, Dec. 17	6:00-7:00 p.m.	Clog Jam
	7:00-8:00 p.m.	A Note Above Vocal Quartet
Monday, Dec. 21	6:00-6:30 p.m.	Winona MS 8th Grade Choir
	6:30-7:00 p.m.	Longfellow MS Show Choir
	7:00-7:30 p.m.	Blair-Taylor HS Choir
Tuesday, Dec. 22	6:00-6:30 p.m.	Rivory City Strings
	6:30-7:30 p.m.	Lincoln MS Music Ensembles
	7:30-8:00 p.m.	Coulee Christian Elementary School Choir

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

Live Nativity
Nov. 27-28-29
Dec. 5-6-12-13-19-20-25



Hayrides in the park

Free family hayrides in the park
on Tuesday nights.

Dec. 1, 8, 15, 22

Ongoing from 5 p.m. to 8 p.m.
Load at the west side entrance of
the Ice Castle (heated tent).

LA CROSSE SKYROCKER'S COUNT DOWN TO NEW YEAR'S EVE

Starting on December 1, 2015

Grandad Bluff: All at 6 pm

Fridays, Sundays & Tuesdays

December: 4, 6, 8, 11, 13, 15, 18,
20, 22, 25, 27, 29

Pettibone: All at 6 pm

Mondays, Wednesdays,

Thursdays & Saturdays

December: 2, 3, 5, 7, 9, 10, 12, 14,
16, 17, 19, 21, 23, 24, 26, 28, 30

NEW YEAR'S EVE SHOWS:

Dec. 31, 2015

GRANDAD BLUFF

6 pm and Midnight


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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 Vanguards
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

2015 Traffic & Food Assignment

Date	Traffic Control	Food Goes To
Friday, Nov 27	La Crosse Rotary	Salvation Army
Saturday, Nov. 28	Valley View Rotary	Onalaska Food Basket
Sunday, Nov. 29	Holmen Rotary	Holmen Lutheran
Monday, Nov. 30	WalzCraft	Place of Grace
Tuesday, Dec. 1	Merchant's Bank	WAFER
Wednesday, Dec. 2	Radisson	Holmen Lutheran
Thursday, Dec. 3	Inland	La Crescent Food Basket
Friday, Dec. 4	Altra Credit Union	Caledonia Food Basket
Saturday, Dec. 5	Doug and Meri Shupe Family	WAFER
Sunday, Dec. 6	Wells Fargo Advisors, LLC	Onalaska Food Basket
Monday, Dec. 7	Reinhart Foods	Place of Grace
Tuesday, Dec. 8	Dahl Automotive	New Horizons
Wednesday, Dec. 9	The Insurance Center	TLC Center
Thursday, Dec. 10	Gundersen Health System	WAFER
Friday, Dec. 11	Associated Bank	Holmen-St. Elizabeth
Saturday, Dec. 12	Wettstein Brother's	Onalaska Food Basket
Sunday, Dec. 13	Downtown Mainstreet, Inc.	WAFER
Monday, Dec. 14	Dairyland Power	Salvation Army
Tuesday, Dec. 15	State Bank/Cleary Management	Onalaska Food Basket
Wednesday, Dec. 16	Mayo Clinic Health System	New Horizons
Thursday, Dec. 17	Hawkins Ash/Beta Alpha Psi	Salvation Army
Friday, Dec. 18	Fowler Hammer	WAFER
Saturday, Dec. 19	Oktoberfest	Holmen-St. Elizabeth
Sunday, Dec. 20	La Crosse Rotary East	Onalaska Food Basket
Monday, Dec. 21	Verve Credit Union	La Crescent Food Basket
Tuesday, Dec. 22	Kwik Trip	WAFER
Wednesday, Dec. 23	U.S. Bank	Holmen St. Elizabeth
Thursday, Dec. 24	Dave/Cathy Thurston and Friends	TLC Center
Friday, Dec. 25	Pat Stephens Family and Friends	Holmen-St. Elizabeth
Saturday, Dec. 26	La Crescent Rotary	La Crescent Food Basket
Sunday, Dec. 27	Onalaska Hilltopper Rotary	Couleecap
Monday, Dec. 28	Onalaska Rotary	Onalaska Food Basket
Tuesday, Dec. 29	Caledonia Rotary	Caledonia Food Basket
Wednesday, Dec. 30	BMO-Harris	WAFER
Thursday, Dec. 31	Citizen Advocacy	Salvation Army

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Scheduled Dates in the Park:
• Nov. 27 & 28 • Dec. 4, 5, 11, 12, 18-23, 26, 27

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Team & Confidence Building Opportunity for YWCA Teen
Assistive Technology Loan Closet Equipment Update • Discover Wisconsin
Remodel of "Wiggles & Giggles" Early Childhood Exhibit
Jane Adey Memorial School Dairy Project (Kenya a Cow Pro)
EF Global Student Leader Summit in Costa Rica • The Giving Art Project
La Crosse Area Interact Start Up • Marching Band Uniforms
La Crosse Area Interact iFeed Event • Viterbo Non-traditional Students Scholarship
REACH • Belize Service Learning Project/Medical Mission Trip
Riverside International Friendship Garden Expansion/Irish



rotaryworksfoundation.org

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

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Sponsor Night In the Park

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Dec. 1 Merchant's Bank
Dec. 2 Radisson
Dec. 3 Inland
Dec. 4 Altra Credit Union
Dec. 5 Doug and Merri Shupe
Dec. 6 Wells Fargo Advisors
Dec. 7 Reinhart Foods
Dec. 8 Dahl automotive
Dec. 9 Insurance Center
Dec. 10 Gundersen Health
Dec. 11 Associated Bank
Dec. 12 Wettstein Brother's
Dec. 13 Downtown Mainstreet
Dec. 14 Dairyland Power
Dec. 15 State Bank/Cleary Management
Dec. 16 Mayo Clinic Health Systems
Dec. 17 Hawkin's Ash-CPA's
Dec. 18 Fowler Hammer
Dec. 21 Verve Credit Union
Dec. 22 Kwik Trip
Dec. 23 US Bank
Dec. 30 BMO Harris

2015 Park Program-Park Staff

For 21 years Rotary Lights has worked in partnership with the La Crosse Park and Recreation Department to put together one of the Midwest's premier holiday lighting displays that works hard to "feed the hungry". Special thanks to the Department for their help and understanding over these years.

Administration

Steve Carlyon-Director
Jason Odegaard-Superintendent

Staff

Kerry Gloede
Patti Brown
Heather Stein
Marilyn Burkhardt

Board

Paul Medinger-President
Ryan Cornett-Vice President
Mark Terpstra-Secretary
Betty Woodruff
Greg Sheehan
Jerry Every
Jim Webb
Sandra Cleary
Marv Wanders

Thank you...

to the communities of the 7 Rivers Region
for helping to make iFeed such a HUGE success!

We collected
30,141 food items
for Hunger Task Force and
**packed 54,718
dried meals**

that will be sent to hungry children in Nicaragua.

Thank you to all our Media & Printing sponsors, Volunteer Lunch sponsors,
Food Drive Teams and School Competition sponsors for your support and donations.

iFeed would not have been possible if it weren't for the
Rotary Clubs of the La Crosse Area, the Rotary Works Foundation and the District 6250
Foundation who believed in us and sponsored the meal packing for Nicaragua!

We appreciate everyone's help in making this a great day in the fight against hunger!

iFeed

11.7.15

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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.

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Breakfast Club and Pub
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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.

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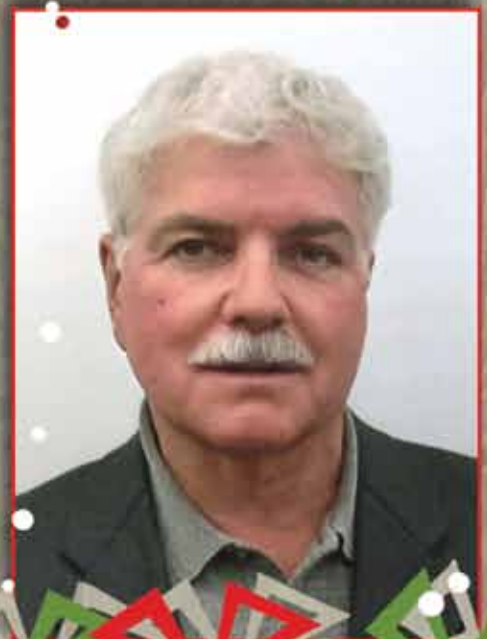
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Congratulations Rotary Lights on 21 Great Years!



Happy Holidays

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