

ROTARY LIGHTS
La Crosse, Wis.

2017

**A MILLION MISSISSIPPI
REFLECTIONS**

Riverside Park, La Crosse, WI

NOV. 24 - DEC. 31

ROTARY LIGHTS.ORG

WETTSTEIN'S

Price, Service, Selection

Wettstein's appreciates the opportunity to support Rotary Lights. As a family owned and operated local business founded in 1951 by my parents Howard & Marie, 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, artwork, appliances, electronics, furniture, mattresses, appliance repair and parts.

Dan & Gerianne

Dan & Gerianne Wettstein, Owners

 **WETTSTEIN'S**

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Year 23rd...



When we began Rotary Lights in 1995 I don't believe that anyone thought it would grow to become the premier lighting display of the Midwest. We can proudly proclaim that there are now 14 other community displays that have their roots from La Crosse.

What a compliment to our core of volunteers.

This year, we have over 110 non-profit organizations that have registered to help and supply the "people power" we need to allow Rotary Lights to work. The decorated trees you see in the park represent these organizations. Add to that a dedicated Board of Directors and the very hard working crew of the Steering Committee (both listed in this booklet) and you have the makings for a successful project.

Everyone always asks, "What's new this year"? Well, 2017 could be our most exciting year yet. Thanks to the ongoing efforts of volunteer John Corems, all of our animated displays have been redone with new LED rope light. Leo Chaput continues his magic with designs and volunteers Mike Fell and Gary Brauer teamed up to give us a picture frame for family photos. In the Santa House Gary built a brand new chair for Santa that will be the envy of anyone in a red suit. Also, volunteer Steve Klankowski added a hippo and hippo song to his singing light bulbs. On Monday and Wednesday nights between 6-8 pm this year you can treat your family to free s'mores at a bonfire. It will make for an extra special way to have fun while visiting our winter wonderland.

There are FREE Santa Express (Kiddie Train) rides in the park again this year. This 10 passenger train will run every night that Mother Nature allows. It will make for a magical time for kids 10 and under to marvel at the millions of lights as they tour the park. Loading takes place at the west end of the Ice Castle.

The Chad Erickson Ice Skating Rink will be back and operating as Mother Nature allows. You can check on the rink by calling 784-9993 or visiting the web site at rotarylites.org. A new warming house will provide a

convenient place to change into your skates or warm your toes. We hope to provide, free of charge, ice skates for all ages. Nothing like skating among millions of lights.

In November the 3rd annual Rotary Interact iFeed was held. Students from 8 area high schools gathered together on Nov. 4th with a goal of assembling 75,000 meals for Central America and Puerto Rico. They also had a goal of collecting 50,000 non-perishable food items for our local food pantries. What an effort by the next generation!

On behalf of the Stephens Family, my fellow Rotarians in La Crosse Rotary East, La Crosse Downtown, Valley View Rotary, After Hours Rotary, La Crescent, Caledonia, Onalaska, Holmen and Onalaska Hilltoppers Rotary Clubs, along with 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 holiday hugs,

Pat Stephens

Pat Stephens, President Rotary Lights



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Happy Holidays



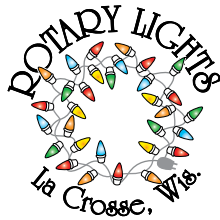
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What Is Rotary?

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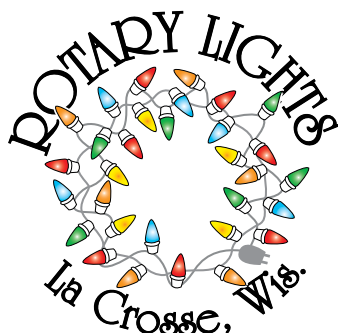
The Mission of Rotary Lights: "To Help Feed the Hungry of the Coulee Region"

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	204,188
2011	226,642
2012	232,580
2013	229,173
2014	237,246
2015	296,784
2016	302,586

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 "ifeed 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.

HOW LONG WILL IT TAKE TO HIT THE 4 MILLION FOOD ITEM MARK?

22 Year Total - 3,332,482

Food Pantries Sharing Collections in 2017:

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



A Grand Tradition Returns

Here's looking
at you,
Rotary



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Onalaska

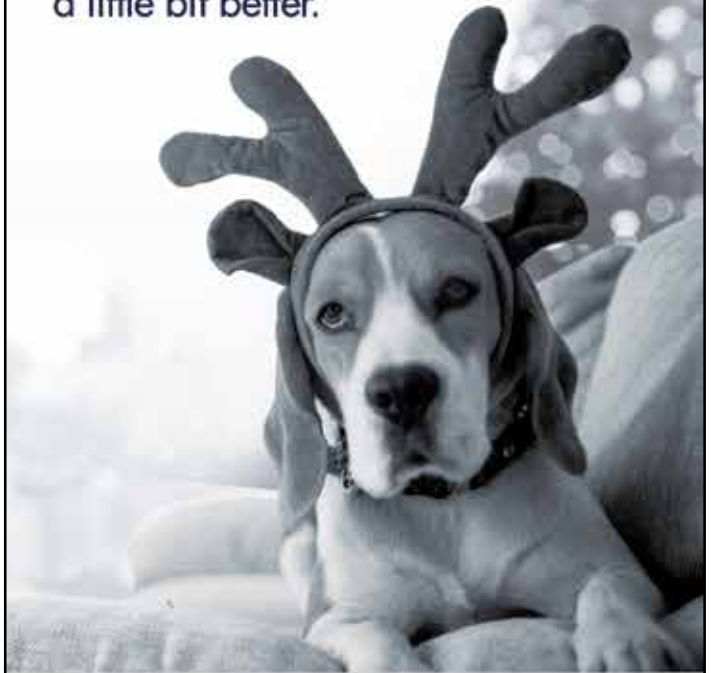
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Ice Castle Entertainment Schedule

Monday, Nov. 27 6-7pm Coulee Region Trombone Choir

Tuesday, Nov. 28 6-7pm Coulee Region Hearts Choir
 7-8pm Cashton High School Band & Choir

Wednesday, Nov. 29 6-7pm Onalaska Honors Jazz Ensemble
 7-8pm Viroqua High School Band & Choir

Thursday, Nov. 30 6-8pm UW-La Crosse Wind Ensemble

Monday, Dec. 4 6-7pm La Crosse Brass Quintet

Tuesday, Dec. 5 6-7:30pm TUGG
 7:30-8:15pm ... Holmen High School Orchestra
 8:15-9pm Holmen High School Jazz Band

Wednesday, Dec. 6 6-8pm Life in Harmony

Thursday, Dec. 7 6-8pm Private Party

Monday, Dec. 11 6-6:30pm Winona Middle School
 8th Grade Choir
 7-8pm Aquinas Middle School

Tuesday, Dec. 12 6-8pm Lincoln Middle School

Wednesday, Dec. 13 6-7pm Sons of Norway / Norskedalen
 7-8pm Bangor High School Jazz Band
 & Vocal Jazz

Thursday, Dec 14 6-8pm Sparta High School &
 Middle School Jazz Groups

Monday, Dec. 18 6-7pm Blair-Taylor High School Handbells
 7-7:30pm Longfellow Middle School Band
 7:30-8pm Longfellow Middle School
 Show Choir
 8-9pm String Ties

Tuesday, Dec. 19 6-8pm Coulee Christian School
 8-8:30pm West Salem High School Band
 & Choir

Wednesday, Dec.20 6-7pm Melrose-Mindoro High
 School Choir
 7-8pm A Note Above

Thursday, Dec. 21 7-8pm River City Strings



Live Nativity
Nov 24-25-26,
Dec. 2-3-9-10-16-17-25



**HAYRIDES
 IN THE PARK**

Free family hayrides in the park on Tuesday nights.
NOV. 28; DEC. 5-12-19-26

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

Brightening our communities

For the holiday season
and all year long.

**During the 2016-2017 Rotary year,
these projects and more were supported:**

Cameroon Water Project • Financial Empowerment Program
Deerwood Park Shelter • OccuPaws Guide Dog
Nigeria Borehole Water Project • Hunger Task Force's "I'm Hungry" Book
YWCA Team Building for LEAD • Horse Sense for Special Riders
Vision Screening in Nicaragua • Onalaska Care Center trioBike Project
Coulee Region Children's Internet Protection Task Force
Habitat for Humanity • National MS Society • CouleeCap Inc.
MN-WI K9 Search & Rescue • Piers for Pond Safety at Camp Winnebago
Health Careers Pathway at West Salem School District



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
Interact Clubs of Aquinas, Caledonia, Central, Holmen, Logan,
Onalaska and West Salem High Schools



Proud of our many students,
alumni, faculty and staff who have
enlightened our great community
for over 100 years!



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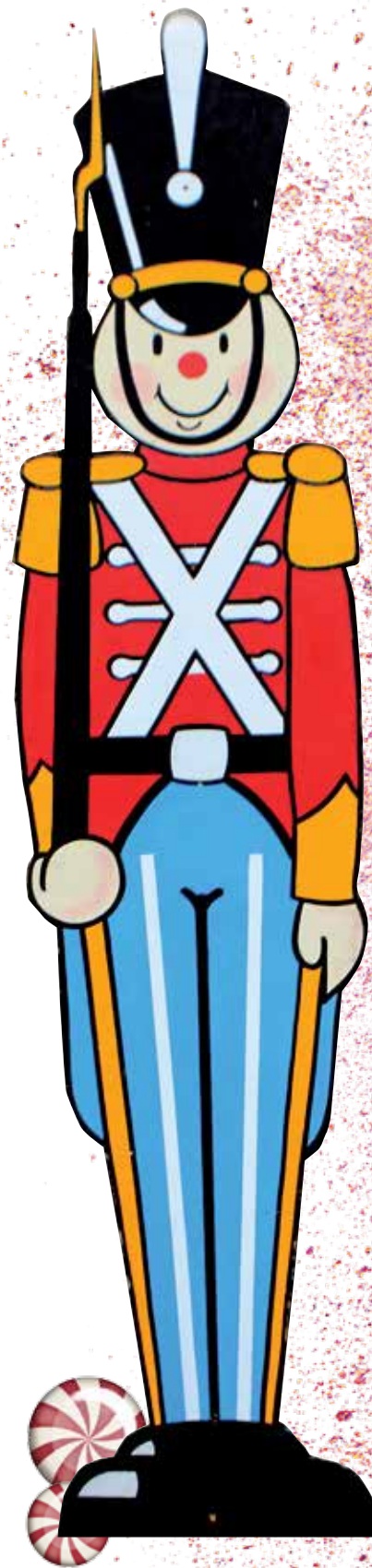
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2017 Traffic & Food Assignment

Friday, Nov 24	La Crosse Rotary	Salvation Army
Saturday, Nov. 25	Valley View Rotary	Onalaska Food Basket
Sunday, Nov. 26	Holmen Rotary	Holmen Lutheran
Monday, Nov. 27	WalzCraft	Place of Grace
Tuesday, Nov. 28	Radisson Hotel	WAFER
Wednesday, Nov. 29	Verve Credit Union	Holmen Lutheran
Thursday, Nov. 30	US Bank	La Crescent Food Basket
Friday, Dec. 1	Fowler & Hammer	Caledonia Food Basket
Saturday, Dec. 2	Mathy Construction	Salvation Army
Sunday, Dec. 3	Wells Fargo Advisors, LLC	Onalaska Food Basket
Monday, Dec. 4	Merchant's Bank	Place of Grace
Tuesday, Dec. 5	Festival Foods	New Horizons
Wednesday, Dec. 6	Dairyland Power	Salvation Army
Thursday, Dec. 7	Gundersen Health	WAFER
Friday, Dec. 8	Associated Bank	Holmen-St. Elizabeth
Saturday, Dec. 9	Altra Credit Union	Onalaska Food Basket
Sunday, Dec. 10	Coulee Bank	WAFER
Monday, Dec. 11	Organic Valley	Salvation Army
Tuesday, Dec. 12	Dahl Automotive	Onalaska Food Basket
Wednesday, Dec. 13	Downtown Mainstreet Inc.	New Horizons
Thursday, Dec. 14	Co-Op Credit Union	Salvation Army
Friday, Dec. 15	Mayo Health System	WAFER
Saturday, Dec. 16	The Shupe Family	Holmen-St. Elizabeth
Sunday, Dec. 17	Brenengen Auto	Onalaska Food Basket
Monday, Dec. 18	Inland	La Crescent Food Basket
Tuesday, Dec. 19	Cleary Management/State Bank	WAFER
Wednesday, Dec. 20	Hawkin's Ash, CPA's	Holmen St. Elizabeth
Thursday, Dec. 21	Kwik Trip	WAFER
Friday, Dec. 22	Onalaska Hilltopper Rotary	Holmen-St. Elizabeth
Saturday, Dec. 23	7 Rivers Credit Union Assn.	WAFER
Sunday, Dec. 24	The Dave Thurston Family	Salvation Army
Monday, Dec. 25	The Pat Stephens Family	Holman-St. Elizabeth
Tuesday, Dec. 26	La Crescent Rotary	La Crescent Food Basket
Wednesday, Dec. 27	Reinhart Food Service	Salvation Army
Thursday, Dec. 28	BMO Harris Bank	WAFER
Friday, Dec. 29	Caledonia Rotary	Caledonia Food Basket
Saturday, Dec. 30	Onalaska Rotary	Onalaska Food Basket
Sunday, Dec. 31	Citizen Advocacy	Salvation Army





2017 Participating & Benefiting Non-profits

7 Rivers Community High School
ABLE
American Red Cross
Bikers Against Child Abuse
Bluff Country Family Resources
Boys & Girls Club of Greater La Crosse
Causeway Caregivers
Centering Onalaska
Child Abuse Prevention Task Force
Congregational Preschool
Coulee Connections
Council for Educational Travel USA
Coulee Region Adult Day Center
Coulee Region Humane Society
Coulee Region RSVP
Couleecap, Inc
Fuzz Nuts
Girl Scouts of Badgerland
Great Rivers 2-1-1
Great Rivers United Way
Health Science Academy
Holmen High National Honors Society
Holmen High School Interact
Holmen Knights of Columbus
Holmen Lutheran Church
Housing Authority of La Crosse
La Crosse Area Astronomical Society
La Crosse Area Family YMCA Veterans Group
La Crosse Area Suicide Prevention Initiative
La Crosse Citizen Advocacy
La Crosse Curling Club
La Crosse Dive Unit
La Crosse Fire Department
La Crosse Jaycees
La Crosse Lions
La Crosse Police Reserves
Lakeview Health Center
Logan High Band
Miss Wild West Royalty
Myrick Park Community and Zoo
N.A.M.I.
Norskedalen
Oktoberfest
Onalaska High School Choir Parent Support
Onalaska Middle School WEB Leaders
Paws for Independence
Preservation Alliance
River City Corvettes
Riverfront

Riverland Amateur Radio Club
RUSH WI WEST / CRUSA Soccer Club
Shamrock Club
Shelby Fire Dept
Sons of Norway
St.Patrick's Knights of Columbus
The Hunger Task Force
The Parenting Place
The Salvation Army
Tri-State Ambulance
UWL Alpha Phi
UWL Alpha Xi Delta
UWL Athletic Training Association
UWL Beta Alpha Psi
UWL Communications Club
UWL Delta Sigma Phi
UWL Delta Sigma Pi
UWL Eta Sigma Gamma (National Health
UWL Exercise Club
UWL Golden Key
UWL I Am That Girl
UWL Lions Club
UWL Microbiology Club
UWL Nuclear Medicine Technology
UWL Pre OT Club
UWL Psychology/ Psi Chi Club
UWL REC Club
UWL SAA Organization
UWL School Psychology Graduate Program
UWL Sociology Club
UWL Women's Club Hockey
Viterbo Pi Phi Nursing Honor Society
Warehouse Alliance
West Salem High School Music
Westby Syttende Mai Royalty
Wisconsin Society for Respiratory Care
WTC Health Information Technology Club





Sponsors

Super Star Level

Brenengen Auto

Frosty Level

Advance Business Systems
Altra Credit Union
Associated Bank
Cleary Management
LCCVB

Galaxy Level

7 Regions Chapter of Credit Unions
The Chiropractic Collaboration Project
Century Link
Chart Industries
Coulee Bank
Dahl Automotive
Dairyland Power
Doug and Merri Shupe
Downtown Mainstreet, Inc.
Festival Foods
Fowler & Hammer
Gundersen Health
Hawkin's Ash, CPA's
Inland
Kwik Trip
La Crosse Rotary East
Logistics Health

Mathy Construction
Mayo Health Systems
Merchant's Bank
Organic Valley
Radisson
Tomah VA Medical Center
Rotary Club of La Crosse
Skopko Foundation
Sam's Club
Valley View Rotary
Verve Credit Union
WalMart-Onalaska
WalzCraft
Wells Fargo Advisors

Angel Level

Breakfast Club
Jason and Kim Dahl
Ho Chunk Nation
Holmen Area Rotary
La Crescent Rotary

Caroler Level

608 Investment Group
American Transmission Company
Bethany Lutheran Homes
Blain's Farm and Fleet
Brown and Brown Insurance

Borton Construction
Co-Op Credit Union
Courtesy Corporation
Don Anthony-4000 Foundation
Dunkin Donuts
Fayze's
Gillespie Enterprises, Inc.
Hanson and Associates
Harter's Trash and Recycling
Home 2 Suites
Home Federal
Kaplan University
Klauke Investments
La Crosse Memorials
La Crosse Print
Marine Credit Union
Nexstar Broadcasting
Onalaska Hilltopper Rotary
Pepsi of La Crosse
RiverPlace + Washburn On The Park
RSM Accounting
R.W. Baird
Three-Sixty Real Estate
Trane Company
US Bank

Rotary Lights 2017 Board of Directors

Roger Bjorge..... Onalaska
Leo Chaput..... La Crescent
Mike Diveley Onalaska Hilltoppers
Bill Hoel..... La Crosse
Aaron Miller After Hours
Terry Miller..... La Crosse East
Larry Peterson..... Valley View
Nancy Proctor Holmen
Jim Spencer..... Holmen
Karla Stanek..... La Crosse East
Beth Stempinski..... Caledonia
Pat Stephens..... La Crosse East
Joe Thesing La Crescent
Dave Trapp..... La Crosse
Jim Warren Valley View
Bill Wiesjahn Onalaska
John Wettstein..... La Crosse
Mark Dahlke Rotary East

Rotary Lights 2017 -2018 Steering Committee

Leo Chaput	Butch Rogowski	Pat Stephens
Jim Cody	T.A. Slabeck	Tom Svec
Jim Crothers	Dave Larsen	Dave Thurston
Sue Crothers	Steve Link	Frank Tudahl
Mark Dahlke	Basil Martin	Zach Tudahl
Sarah Dahlke	Dan Moen	Amy Wettstien
Mike Diveley	Loren Molling	Andy Wettstein
Steve Earp	Pat Molling	Megan Whitehead
Tim Ehler	Phil Molling	Matt Zimmerman
Elmer Grassman	Jan Moore	
Jerome Gundersen	Dan Mutch	
Tom Hundt	Mariann Peterson	
John Corems	Doug Shupe	
Steve Klankowski	Pat Smith	





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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Radisson

Fayze's

Shimmy's

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Schmidty's

Pickerman's

Beedle's Bar and Restaurant

Pizza Doctors

Cabin Coffee

Chartwells

Bethel Lutheran Church

Reinhart Foods

King Street Kitchen

Jim and Sue Crothers

Eagles Club

Wendy's Onalaska

Piggy's

Dublin Square

Burger King

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.

Gifts-In-Kind -2017

Ace Hardware

Ad Aids

Airgas

Advisors Management Group

Al and Karen Hansen

Alter Metals

Aramark

Barb Dolato

Battery Mart

Bill and Teresa Peters

Bill Hoel

Bill Napier

Blaine's Farm and Fleet

Bob and Derk Swanson

Bobcat of the Coulee Region

Butch Rogowski

Cabin Coffee

Caribou Coffee

Carpets to Go

Central Animal Hospital

CenturyLink

Charter Communications

Clason's

Crescent Printing

Dakota Supply Group

Dan Mutch

Dan Moen

Dave and Cathy Thurston

Degenhardt Tire, Inc.

Del's-Onalaska

Diveley Electric

Drew Kozicki

DS Electric

E.O. Johnson

Fairway Signs

Festival Foods

Fabick

Gary Brauer

GEXPRO

Hayden Full

Hatlevig, Jerry and Nancy

Heidi Blanke

Holmen High School

Project L.I.V.E.

Jake Hillestad and HHS Wood

Shop

Jim Krueger, Sr.

John Corems

Jim and Sue Crothers

Korey Rossman

Kathy Jirsa

Katz Industrial Metals

Kwik Trip

L.B. White

La Crosse Beverage

La Crosse Glass and

Overhead Door

La Crosse Park and Recreation

La Crosse Public Utilities

La Crosse Police Reserve

La Crosse Media Group

La Crosse Sign

La Crosse Tribune

Paula and Scott Laufenberg

Mathy Construction

Matt and Carolyn Zimmermann

Mid-City Steel

Mike Fell

Modern Crane

Mutch Electric

Nelson Flag and Display

Nickolas Lanaski

Onalaska Rotary

Lyle Peacock

Pepsi

Pizza Doctors

Pomp's Tire Service

P.T. Welding

Ray Wu

Reinhart Food Service

Rita Connors

River City Ready Mix

Riverview Vineyard and Winery-

Brad Helstad

Rob Johnson

Roncalli Newman Center

Roger and Kay Bjorge

Ryan Bruesewitz

Shopko

Skyrockers

St. Joe's Equipment

S + S Distributing

SSE Music

Suburban Propane

Steve Klankowski

Target-Onalaska

Terry Slaback

Tim Benson

Tom Svec

Topper's Pizza

Trane Company

Tudahl, Pat and Frank

Tudahl, Zach

Viking Electric Supply

WalMart-Onalaska

Warriors Performing Arts

Wieser Brother's

Wettstein's

Wettstein Brother's Electric

Werner Electric Supply

Wisconsin Building Supply

WSU CME Department

Xetex





Happy Holidays

*from your friends
at*

NEWS 8

Our Community. Your Station.

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

Starting on December 1, 2017

Grandad Bluff: All at 6 pm

Fridays, Sundays & Tuesdays

December: 1, 3, 5, 8, 10, 12, 15, 17,
19, 22, 26, 29



Pettibone: All at 6 pm

Mondays, Wednesdays,

Thursdays & Saturdays

December: 2, 4, 6, 7, 9, 11, 13, 14,
16, 18, 20, 21, 23, 27, 28, 30



NEW YEAR'S EVE SHOWS:

Dec. 31, 2017

GRANDAD BLUFF

6 pm and Midnight

Open House
Sat. Dec. 9th 11-2
Myrick Park Main shelter
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what we do."*

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Onalaska • Holmen • West Salem
La Crescent • Winona • Rochester

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Basil Martin



To the members of the La Crosse community, the over 3 million lights on the river signify the coming of the holidays. Walking amongst these lights, drinking hot chocolate, seeing Santa and his reindeer, and admiring the many displays hold special places in the memories of the 300,000 plus

visitors who stop by Riverside Park during the holiday season. It's hard to imagine life without the lights.

But Rotary Lights is not possible without the thousands of hours of work put in by the volunteers in the community. Some, like Basil Martin, have worked with the Rotary Lights Project since day one in 1995. At "86-years young, going on 20," as he says, Basil Martin has volunteered 23 years at Rotary Lights. Now retired from his former job as a bus driver, his love for Rotary Lights, their mission to feed the hungry, and the willing and eager volunteers keep him coming back year after year, even throughout the cold winter months, despite his second home in Texas.

From the beginning, 23 years ago, Basil says he's "done everything until now. I'm getting too old. Now I drive the truck and I'm a go-for for Pat." To hear him speak, one might think he does little, but as Pat Stephens, the leader of the Rotary Lights Project, says, "In the early years, [Basil] worked closely with Elmer Grassman and helped us establish a solid reputation of producing a display that all ages could enjoy. He could work magic with a truck and trailer and can still be found hauling our equipment from the warehouse to the park. He also is kind enough to pick-up many of the food collections that take place during Rotary Lights outside the park. ... We are so fortunate that Basil fell in love with Rotary Lights so many years ago." Basil is invaluable to the Rotary Lights Project. His involvement, experience, and kind nature bring volunteers back and help improve things around the entire event.

When Basil walked into the "Lighthouse," the base of operations for Rotary Lights, John Corems looked up with a smile from his work and joked, "There's the guy. Don't

believe anything he says." The two laughed, having met at Rotary Lights where they both volunteer. Basil mentions the friendships he has made at Rotary Lights and he says, "These are good people. They have so many skills and work hard."

Volunteers work year-round to ensure the lights run smoothly, and it is difficult to get anyone to talk about what they do. The volunteers working for Rotary Lights are humble, viewing themselves as parts to the greatness of the mission rather than as important individuals. As Pat says, "There is a core of about 20-25 ongoing and continuous volunteers that work year-round. The storage, maintenance, and repair is never ending. Add to this group the 114 non-profit organizations that apply to help every year and we're soon over 3,000 volunteers. A total community effort. Nothing else like it."

"Nothing else like it" is one way to put it. With over 3 million lights, an honorable mission of feeding the hungry, and a desire to spread enjoyment and cheer throughout, Rotary Lights is a one-of-a-kind event that would not be possible without the dedication and knowledge of volunteers who have been around since the beginning, like Basil Martin, who is always willing to do what he can and offer his knowledge, experience, and help to newer volunteers.



the season to Give!

trl
EAT & DRINK

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for only \$25*

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Sponsor Night In the Park

Monday, Nov. 27	WalzCraft
Tuesday, Nov. 28	Radisson Hotel
Wednesday, Nov. 29	Verve Credit Union
Friday, Dec. 1	Fowler & Hammer, Inc.
Saturday, Dec. 2	Mathy Construction
Sunday, Dec. 3	Wells Fargo Advisors
Monday, Dec. 4	Merchant's Bank
Tuesday, Dec. 5	Festival Foods
Wednesday, Dec. 6	Dairyland Power
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Friday, Dec. 8	Associated Bank
Saturday, Dec. 9	Altra Credit Union
Sunday, Dec. 10	Coulee Bank
Monday, Dec. 11	Organic Valley
Tuesday, Dec. 12	Dahl Automotive
Wednesday, Dec. 13	Downtown Mainstreet, Inc.
Friday, Dec. 15	Mayo Health Systems
Saturday, Dec. 16	The Shupe Family
Sunday, Dec. 17	Brenengen Auto
Monday, Dec. 18	Inland
Tuesday, Dec. 19	Cleary Management/ State Bank Financial
Wednesday, Dec. 20	Hawkins's Ash, CPA's
Thursday, Dec. 21	Kwik Trip
Saturday, Dec. 23	7 Rivers Credit Union Association
Wednesday, Dec. 27	Reinhart Food Service
Thursday, Dec. 28	BMO Harris



2017 Park Program Park Staff

For 23 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.

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Jay Odeg aard-Superintendent
Kerry Gloede-Superintendent

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Patti Brown
Jared Flick
Steve Lawrence
Dan Trussoni

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Todd Olson

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Ashley Skoczynski



Rotary Lights Carriage Rides

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

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

Scheduled Dates in the Park:

- Nov. 24-25
- Dec. 1-3, 8-10, 15-17, 20-25, 29, 30

Sorry, no reservations. Rides are first come, first serve as we follow the car traffic through the park. Rides start when park opens at 5pm. Pickup/dropoff at the corner of Front & State St. by the entrance to Riverside Park.



A portion of each ride is donated to Rotary Lights.



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Mark and Sarah Dahlke



by Sara Walters

Evenings in early winter are dark, but guiding La Crosse through those short days is the glow of the Rotary Lights. Two of the organization's brightest are spouses Mark and Sarah Dahlke.

The Dahlkes became connected to the event at the very

beginning, when friend Pat Stephens recruited them for some extra hands. Now in its 23rd year, the Rotary Lights is still as much of a passion for them as it was on day one.

"We just thoroughly love the project. We love the fact that it has a strong mission to feed the hungry. We love that it's magical around Christmas time," says Sarah. And considering the additional responsibilities they've taken on as the project has grown, their investment in it has not weathered with time.

Over the years, Sarah has had many roles, from helping with opening night to physically lending a hand on the steering committee. More recently, though, she focuses on coordinating the event's 3,000 volunteers, looking to nonprofits and other local groups for help each year. She directs them in putting up and taking down lights, moving supplies to and from the warehouse and Riverside Park, and staffing the gates. Around 120 groups participate, and Sarah is the mastermind behind it all. "It's a lot of moving parts," she says.

Mark has also had several roles during the course of 23 years. Some have been on the front lines, like with the steering committee and the parade, and others have been behind the scenes. He serves on the board of directors, which handles the business side of the project, and helps to oversee the budget and to make sure legal obligations are met. As a financial advisor for Wells Fargo, this role is a natural fit for Mark.

When they're not out stringing up lights, Sarah and Mark are busy with their four children and their active schedules. As a family, they like walking, hiking and generally being outside. And the couple's volunteerism doesn't end with the Rotary Lights. They also chip in with activities for school fundraising, Rotary Club and UW-L.

With more than 4 million lights to choose from, Sarah and Mark both name the original fire-breathing dragon as their favorite. Mark also likes the Ferris wheel and the ice skating rink. He's excited for the addition of ice skate rentals, bonfires and s'mores this year.

Even though many of the displays are the same from year to year, the audience always changes, and that's something that never gets old for the Dahlkes. Sarah says, "All ages are thrilled to see the lights, especially people who make the trip from out of the town. The perspective of brand new eyes looking at it for the first time is so cool."

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Rotary Lights Food Collection Participants



The La Crosse City/County Tavern League has been a proud partner with La Crosse and surrounding Communities for the past 68 years. Our members support the local economy by providing jobs, paying taxes, and purchasing goods and services from businesses in the Coulee Region. We are Proud to Serve, and the League along with our members demonstrate that throughout the year by helping those in need whether they are private citizens or organizations that serve the greater good.

This year alone, our members have already given \$255,947.00 in donations and financial support to those in need through various fundraisers and events. In addition, our Foundation and League have contributed \$20,760.00 to various organizations which includes \$10,000.00 given to the Fisher House located in Milwaukee. The check presentation took place in April during the Tavern League Spring Convention held in La Crosse.

Our scholarship program offers financial aid to employees and family members of our League Members. Each year the total amount of dollars available to applicants is \$3500.00 per year.

We actively support a County-Wide Saferide program which provides a Safe Ride home for tavern patrons who choose not to drink and drive. The Safe Ride program is considered an effective program to keep alcohol impaired drivers off the road leading to a steady decrease in OWI citations in Wisconsin.

The Tavern League encourages responsible serving by providing free or low cost Responsible Server Training (TIPS). We also provide Food Handling Safety training for employees at member establishments that serve food.

We are always available to assist area Festivals with advice to make sure that they are following all beverage serving laws to maintain a safe, friendly, and fun environment for attendees.

We are and have always been Proud to Serve our employees, our Patrons, and our Communities. We are especially excited to become a partner with Rotary Lights to help feed the hungry through collection of non-perishable food items at over 30 participating member establishments in La Crosse and surrounding communities.

Happy Holidays and Merry Christmas!

Mike Brown
President

Name of Establishment	Contact Name	Address	Phone
Arterial Bar & Grill	Andrew Brye	1003 S 16th St, La Crosse	310-770-9062
Bottoms Up	Shannon Foster	500 Copeland Ave., La Crosse	317-0495
Dewey's Side Street Saloon	Jeff Chapman	621 St. Paul Street, La Crosse	715-663-0149
Eagles Club	Patti Carraux	630 6th Street South, La Crosse	782-7514
Fish's Bar	Howard Guepfer	1452 Caledonia St., La Crosse	790-0122
George Street Pub	Chad Longway	1728 George Street, La Crosse	783-9051
Hillbilly's Bar & Grill	Paul or Shirley	1322 La Crescent St., La Crosse	779-4002
Houghtons	Keith Carson	1002 Jackson Street, La Crosse	784-9770
Krazy L	Loretta Mooney	518 Hagar Street, La Crosse	784-6760
Logan Bar	Mike Brown	1400 Caledonia St., La Crosse	386-6242
Moose Lodge	Glenn Garbers	1932 Ward Ave, La Crosse	788-2998
Mr. Stix	Tom Beal	948 Jackson Street, La Crosse	785-2525
Neuie's Vogue Bar & Grill	Scott Neumeister	1820 George St., La Crosse	792-2111
Nick's Bar	Jason Kneifl	W4000 County Road M, West Salem	792-6817
Our Corner Bar	Shari Olson	2104 George Street, La Crosse	783-9847
Pasttimes	Chad Longway	2658 George St., La Crosse	781-5180
Pearl Street Brewery	Tami Plourde	1401 Saint Andrew St., La Crosse	784-4832
Pla Mor Lanes	Dick Zierke	807 S 4th Street, La Crosse	784-3043
Robins Nest	Robin Dyck	2934 Pierce Ave, La Crosse	784-4847
The Dugout 47	Rick Fuller	1305 Bainbridge Street, La Crosse	784-3390
The Green Door	Jake Chapman	1703 George St., La Crosse	608-351-9088
The Helm Bar	Kyle Prentice	108 N 3rd St., La Crosse	780-3154
The Sports Nut	Chris Olson	801 Rose St., La Crosse	386-6540
Track II	Jim Geary	716 Gillette St, La Crosse	780-2078
Westview Inn	Diane Groth	174 S Leonard St., West Salem	786-1336/780-2491

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Butch Rogowski and T.A. Slabach

A new set of stairs to go up into the volunteer trailer. A ramp for the giftshop. Hitches on the trailers. These may not be things most people notice when driving or walking through the over 3 million lights that Rotary Lights in La Crosse provides. These are vital pieces to the displays, however, and they would not be possible without T.A. Slabach, who, as Pat Stephens, the leader of the Rotary Lights Project says, is “one of the most talented folks you’ll ever see with a welding torch.”

From adding support to the Santa House to creating a trailer especially designed to hold over 95% of the displays, T.A. and Butch Rogowski have dedicated hundreds of hours each year to helping Rotary Lights run smoothly and more efficiently. Butch “can do almost anything,” accord to Pat.

T.A. says, “One of the things we’ve tried to do...is to get more efficient. They used to get the lights off the trees and put them on a spool regardless of what they were. In the summer, they’d get all the lights off [the spools]. If the lights didn’t work, they’d throw them off to the side.” The volunteers would then have to sort the lights by color and re-wrap them onto spools. T.A. and Butch saw this and said, “Why are you doing this? Why not sort the lights right there?” This way, the good lights remained wrapped and untouched until the next year, while Butch spends months going through the bad lights and fixing them.

Not only does Butch go through the lights that burnt out during the display, but he also repairs lights people donate. This prevents Rotary Lights from having to buy new lights when they want new displays. For Butch and T.A., saving money is important. T.A. knows people who own a scrapyards, so they get material fairly cheap. This is why you will not find a blueprint for any of the things they build. They work with what they’ve got. As T.A. says, “We build things with the metal we have.”

Butch says they do not go out and buy anything. When people ask them why they built something so big or so heavy, they simply respond, “That was the metal we had.” While most of the displays are built with new metal, T.A. and Butch worry about the cost of things. Butch says, “We save money. We try to get stuff for nothing. ... Some people spend and some people save. I think everyone should try to save so we have more money to give away.” Who can argue with that? Rotary Lights’ mission of “feeding the hungry” is not only an honorable goal, but it fulfills a great need in the community. Pat has many people

approaching him, wishing to start their own similar projects in other cities.

While some may call T.A. a “beggar,” it is a title he wears with pride. There is nothing more noble than trying to save money so there is more for those in need. As Pat says, “T.A. is a man on a mission when it comes to securing gifts of discounts that benefit Rotary Lights.” These two men do not ask for recognition. They work behind the scenes, on things that are vital to the operations of Rotary Lights. They are part of the core of 20-25 volunteers that work year-round on storage, maintenance, and repair. They are, as Pat says, part of the people “that really make Rotary Lights possible...[They] are the types of folks that we’d be lost without.”

Next winter, whether you bundle up to walk through the park or drive through in the comfort of your vehicle, take a moment to appreciate more than the displays and the lights. Think of the trailers, the support beams, the stairs, the ramps, and more that are needed to make the lights possible. Be sure to thank at least one of the almost 3,000 volunteers, without whom Rotary Lights would not run. And remember: while the lights are only around for a short time, the volunteers continue their hard work throughout the year.



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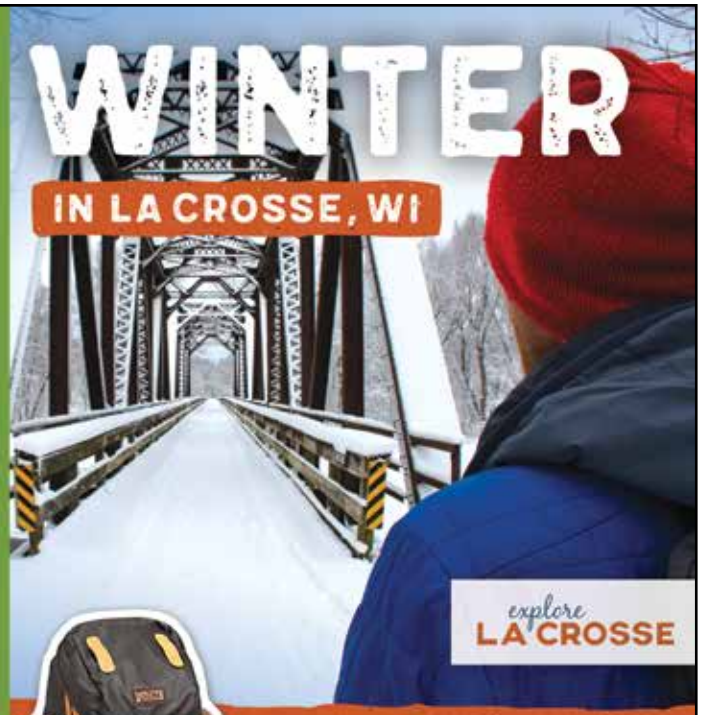
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