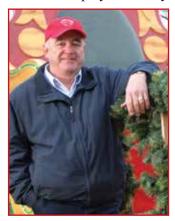


Greetings from the Rotary Lights President

Over 5 million food items, walk-in coolers and more...

I don't think there is a person involved with Rotary Lights who thought in 1995 that it would grow into the treasured display it is today. Thousands of visitors from



all over the Midwest flock to La Crosse to add to their holiday enjoyment. Trust me, not many communities could pull this off.

We collected over 340,000 food items last year. That increased our grand, 28-year total to over 5 million food items. All 14 area food pantries received a good supply of food items in addition to

receiving a cash check to help with their purchases and operating cost. We did not stop there. We donated a new walk-in cooler to the La Crosse Y to help with their food distribution to the less fortunate families. We bought new refrigerators for both the Boys & Girls Club and the Big Brothers Big Sisters program. To help our friends at WAFER, we donated \$32,450 toward their capital campaign — all from Teddy Bear sales.

This year's bear is called "Buddy." It was named by kids at the Boys & Girls Club. The bears are available for \$20 at the Rotary Lights Gift Shop and about 30 other locations throughout La Crosse listed in this booklet. ALL of the proceeds from the bear sales will go to the Club to help with its nutrition and snack program. It is our hope to be able to give the Club between \$65-\$70,000. Please help us reach that goal!

We lost a very dear friend this year who was a true "pillar" of Rotary Lights. Butch Rogowski was a multitalented individual who donated thousands of hours to all areas of our operation. Butch was always only a phone call away and was always willing to help. He will be deeply missed.

We also said goodbye to Terry "T.A." Slaback who left us to be with family in Ohio. Terry's knowledge, along with his keen sense of humor, made it a joy to work with him. Many of the things you see in the park would not have been possible without T.A.'s involvement. (We're still working on getting him back.)

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

If you have any questions on donating, volunteering or ideas for displays, we hope you'll call the Rotary Lights office at 608-784-9993. With your help, Rotary Lights can continue to light up Riverside Park for this 29th year and beyond. Remember that Rotary Lights is a non-profit 501(c).(3) corporation, and all gifts are deductible to the full extent of the law.

In the Spirit of Rotary Lights,

Pet Steplan

Pat Stephens, President pstephens@eagle.uwlax.edu



Table of Contents

What is Rotary 5
The Mission of Rotary Lights 6
Ice Castle Entertainment Schedule 8
S'mores Schedule
2023 Participating &
Benefiting Non-Profits 12
2023 Traffic & Food Assignments 14
2023 Park Program Staff 14
Sponsors
Gifts-In-Kind
2023 Board of Directors 23
Steering Committee
Feeding the Volunteers



LA CROSSE, WI

WWW.FOWLERHAMMER.COM

608-782-6849

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
- Chad Erickson Park Riverside Band Shell Fight the Flood St. Clare Mobile Clinic

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

After Hours Caledonia Holmen

Rotary East La Crescent Onalaska Hilltoppers

La Crosse Downtown Valley View Rotary



The Mission of Rotary Lights

"To Help Feed the Hungry of the Coulee Region"

Year	Number of Food Items Collected
	13,010
	20,014
	31,482
	42,323
	66,211
	86,475
	91,634
	101,789
2003	121,040
2004	125,892
2005	135,756
2006	171,252
2007	186,374
2008	204,178
2009	206,479
	204,188
	226,642
	232,580
	229,173
	237,246
	296,784
	302,586
	321,463
	318,640
	304,560
	284,680
	267,470
2022	341,553

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 have collected items at the gate and other food items through the efforts of:

> The La Crosse Area Jeep Club Shamrock Club The Trane Company

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

Food Pantries Sharing Collections in 2023

In Park

Caledonia Food Shelf La Crescent Food Basket New Horizons Onalaska Food Basket Salvation Army

Holmen St. Elizabeth

WAFER

Place of Grace

Out of Park

Cashton Cupboard Coulee Cap Hunger Task Force UW-L Food Pantry

28 Year Total 5,164,102

6

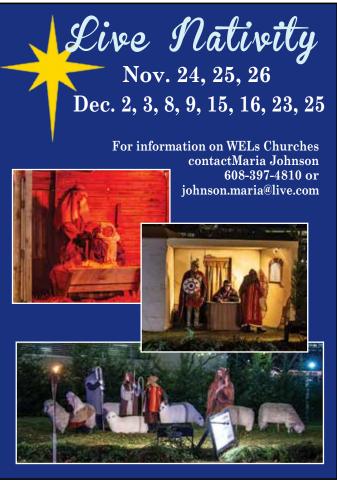
2023's goal will be to significantly top

5.3 Million in items collected.



Rotary Lights 2023







Ice Castle Entertainment Schedule

Mon., Nov., 27	6:00 - 7:00	Yuleslide trombone choir
Tues., Nov., 28	6:30 - 7:00	Coulee Christian ES & MS bands
Wed., Nov., 29	7:00 - 8:00	Sapsuckers
Thurs., Nov., 30	7:00 - 8:00	G-E-T HS jazz band & Sandlot
Mon., Dec., 4	7:00 - 8:00	John Smith
Tues., Dec., 5	6:00 - 7:00	The Garden Flutes
Wed., Dec., 6	6:00 - 7:00	La Crosse Girl Choir
		Bangor jazz band
Thurs., Dec., 7		
Sat., Dec., 9		
Sun., Dec., 10		
		9th Street Singers
	7:00 - 8:15	Harp Twins
Mon., Dec., 11		Logan MS music groups
Tues., Dec., 12		
		Tri-State Accordion Club
Wed., Dec., 13		Coulee Region Giving Hearts Choir
		Cashton band and choir
Thurs., Dec., 14	6:00 - 7:00	La Crosse Emerson ES music students
Sat., Dec., 16		
		River City Strings/Becker & Friends
, ,		West Salem HS music dept.
		Longfellow MS band
Tues., Dec., 19		
		Onalaska MS & HS jazz ensembles
Thurs., Dec., 21		
,,		(piano/vocal/guitar performance)
Wed., Dec., 27	7:00 - 8:00	
, ,		ε









The La Crosse Branch of Wells Fargo Advisors is proud to support

Rotary Lights



The La Crosse Branch of Wells Fargo Advisors

2 Copeland Ave., Ste. 101 La Crosse, WI 54603 Direct: 608-788-9800 Toll Free: 800-727-0920 wellsfargoadvisors.com

Investment and Insurance Products: •NOT FDIC Insured •NO Bank Guarantee •MAY Lose Value

Wells Fargo Advisors is a trade name used by Wells Fargo Clearing Services, LLC, Member SIPC, a registered broker-dealer and non-bank affiliate of Wells Fargo & Company.



Edward Jones®



Barry Ploessl Todd Olson Kris Birkholz Jason Cobb Amy Stodola Denise Halverson Kristin Beseler Todd Jordan

Heidi Lydon Jenny Akins Curtis Bisek Sheri Plantz Peter Congdon Mike Wintheiser Stephen Cohen Cody Hougom

Evan Stanek Cory Roupe Paul Gunderson Andrew Sahlstrom Justin Wise Thomas Dolan Sue Kundy



A LOCAL BANK THAT FOCUSES ON LOCAL CAUSES?

Supporting the places where we live, work and play is a core tenet of what we do. And we're proud of it. Because we know we're strongest when we support each other.

AssociatedBank.com



Associated Bank Your money works here:

Member FDIC. (4/23) P08622-Ad8

S'mores Monitoring

Friday, Nov. 24	Downtown Rotary
Saturday, Nov. 25	Morries Auto
	Amazon
Monday, Nov. 27	After Hours Rotary
Tuesday, Nov. 28	Benedictine Living
Wednesday, Nov. 29	Prince of Peace
Thursday, Nov. 30	Merchant's Bank
	Holmen Rotary
Saturday, Dec. 2	Pepsi
Sunday, Dec. 3	Onalaska Spanish Club
Monday, Dec. 4	Caledonia Rotary
Tuesday, Dec. 5	Baird
Wednesday, Dec. 6	Merchant's Bank'
Thursday, Dec. 7	Home Federal
Friday, Dec. 8	Downtown Rotary
Saturday, Dec. 9	Amazon
Sunday, Dec. 10	After Hours Rotary
Monday, Dec. 11	Performance Foodservice
Tuesday, Dec. 12	Young Professionals
Wednesday, Dec. 13	Young Professionals
Thursday, Dec. 14	Trust Point
Friday, Dec. 15t	Gerrard Hoeschler



Saturday, Dec. 16	Brennan Marine
Sunday, Dec. 17	Valley View Rotary
Monday, Dec. 18	Hanson +Associates
Tuesday, Dec. 19	Rotary East
Wednesday, Dec. 20	Reyes Coca-Cola
Thursday, Dec. 21s	La Crescent Rotary
Friday, Dec. 22	Shupe Family
Saturday, Dec. 23	RL-Steering Committee
Sunday, Dec. 24	
Monday, Dec. 25	Stephens Family
Tuesday, Dec. 26	Caledonia Rotary
Wednesday, Dec. 27	After Hours Rotary
Thursday, Dec. 28	Downtown Rotary
Friday, Dec. 29	La Crescent Rotary
Saturday, Dec. 30	Holmen Area Rotary
Sunday, Dec. 31	TBD



Participating & Benefiting Non-Profits 2023

7 Rivers Cardiac Arrest Preparedness and Education (was 7R-SCAA)

Alex's Lemonade Stand Foundation for Childhood

Cancer Research

Amara Rose Foundation, Inc.

American Standardbred Adoption Program Inc.

Aptiv-La Crosse

Big Brothers Big Sisters of 7 Rivers Region

Bikers Against Child Abuse Bluff Country Family Resources

Boys & Girls Clubs of Greater La Crosse

Causeway Caregivers

Child Abuse Prevention Task Force Citizen Advocacy of La Crosse Congregational Preschool Coulee Connections

Coulee Region Adult Day Center Coulee Region Humane Society

Coulee Region Retired and Senior Volunteer Program (RSVP)

Diocese of La Crosse Fight to End Alzheimer's

Fourth Degree Knights of Columbus Assembly 1195

Frontier Badger Masonic Lodge #45

Girl Scouts Great Rivers 211

Great Rivers United Way

Gundersen Health System Department of Nursing Gundersen Health System Ultrasound Department Gundersen Lutheran Transitional Year Residency Program

Gundersen Patient Experience Team

Health Science Academy

Holmen High School ACE Academy Holmen High School Interact Club Holmen Knights of Columbus Holmen Project L.I.V.E.

Housing Authority of the City of La Crosse

JCI (formerly LaCrosse Jaycees)

Kicking Bear Ministries La Crosse Area Water Ski Foundation

La Crosse Area Water Ski Foundation
La Crosse County Veterans Service Office

La Crosse Curling Club La Crosse Dive Unit La Crosse Lions Club

Lakeview Health Center & Assisted Living

Logan High School Band

MN State College-Winona Radiography Club

National Alliance on Mental Illness La Crosse Vernon

Norskedalen Nature & Heritage Center

OHS FBLA

OHS Spanish Club

Onalaska High School French National Honor Society

Onalaska HS Rotary Interact

Onalaska Hilltopper Athletic Boosters

Onalaska Middle School WEB

Preservation Alliance

Prince of Peace Lutheran Church River City Water Ski Show Team Riverland Amateur Radio Club

Rush Wisconsin West Soccer Club

Shamrock Club

St. Pat's Onalaska Knights of Columbus

STAR Center

Suicide Prevention Initiative The Hunger Task Force UWL Alpha Phi

UWL Alpha Xi Delta

UWL American Society for Microbiology

UWL Beta Alpha Psi UWL Biology Club

UWL Chemistry/Biochemistry Club UWL Colleges Against Cancer

UWL COMM Club

UWL Delta Sigma Phi-Epsilon Iota

UWL Eagle Catholic

UWL Eta Sigma Gamma, Beta Phi UWL Gamma Sigma Sigma

UWL Golden Key UWL Kappa Delta Pi UWL Kinesis UWL Lions Club

UWL Nuclear Medicine Technology Club

UWL Pre-Dental Club UWL Pre-Med Club

UWL Radiology Therapy Program

UWL REC Club

UWL School Psychology Student Society UWL Screaming Eagles Marching Band

UWL SEMB Drumline

UWL Sigma Sigma Sigma- Theta Kappa

UWL Sociology Club

UWL Therapeutic Recreation Club UWL University Staff Council

UWL Vanguards

UWL Waterski and Wakeboard Club

UWLATA

Viterbo University Chi Sigma Iota-Delta Lambda

West Salem High School Music Westby Syttende Mai Royalty

Western Technical College Human Service Club

Western Technical College Occupational Therapy Assistants

Wisconsin Challenge Academy

WTC HIT/MCS Club

WTC Respiratory Therapy Club



I2 Rotary Lights 2023





2023 Traffic & Food Assignment

Park Program Staff and Commissioners

Date	Group Assignments	Food Goes To
Friday, Nov 24	La Crosse Downtown Rotary	Salvation Army
Saturday, Nov. 25	Morrie's	Holmen St. Elizabeth
Sunday, Nov. 26	Fastenal	Onalaska Food Basket
Monday, Nov. 27	Verve Credit Union	Place of Grace
Tuesday, Nov. 28	WalzCraft	WAFER
Wednesday, Nov. 29	Dairyland Power	La Crescent Food Shelf
Thursday, Nov. 30	Inland	WAFER
Friday, Dec. 1	Marine Credit Union	Holmen-St. Elizabeth
Saturday, Dec. 2	Mathy Construction	Salvation Army
Sunday, Dec. 3	Wells Fargo Advisors	Onalaska Food Basket
Monday, Dec. 4	OptumServe	Place of Grace
Tuesday, Dec.5	Gundersen Health System	Holmen-St. Elizabeth
Wednesday, Dec. 6	Dahl Automotive	Salvation Army
Thursday, Dec. 7	Carpenter Local 1143	WAFER
Friday, Dec. 8	Associated Bank	Holmen-St. Elizabeth
Saturday, Dec. 9	Altra Credit Union	Onalaska Food Basket
Sunday, Dec. 10	Franciscan Sisters	WAFER
Monday, Dec. 11	TIC Insurance	Salvation Army
Tuesday, Dec. 12	Festival Foods	Onalaska Food Basket
Wednesday, Dec. 13	Kwik Trip	Caledonia Food Basket
Thursday, Dec. 14	Wieser Brothers	Salvation Army
Friday, Dec. 15	Mayo Health System	WAFER
Saturday, Dec. 16	J. F. Brennan	Holmen-St. Elizabeth
Sunday, Dec. 17	Valley View Rotary	New Horizons
Monday, Dec. 18	Cordell's Automotive	La Crescent Food Shelf
Tuesday, Dec. 19	Cleary Management	WAFER
Wednesday, Dec. 20	River States Trucking	Salvation Army
Thursday, Dec. 21	COOP Credit Union	WAFER
Friday, Dec. 22	Doug Shupe Family	Holmen St. Elizabeth
Saturday, Dec. 23	Bill Hoel Family and Friends	WAFER
Sunday, Dec. 24	Dave Thurston Family & Friends	Onalaska Food Shelf
Monday, Dec. 25	Pat Stephens Family and Friends	Holmen St. Elizabeth
Tuesday, Dec. 26	Onalaska Hilltopper Rotary	Caledonia Food Basket
Wednesday, Dec. 27	Market and Johnson	Salvation Army
Thursday, Dec. 28	Bernie Buchner Plumbing	Onalaska Food Basket
Friday, Dec. 29	La Crosse Rotary East	La Crescent Food Shelf
Saturday, Dec. 30	Holmen Area Rotary	Holmen-St. Elizabeth
Sunday, Dec. 31	Citizen Advocacy	Salvation Army

For 29 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.

Office Staff:

Director
Deputy Director of
Parks, Forestry and Facilities
Deputy Director of Recreation
and La Crosse Center
Recreation and Community
Enrichment Manager
Facilities and
SManager
Parks, Forestry and Natural
Resources Manager
Recreation Coordinator
Inclusive Recreation
Coordinator
Office Coordinator
Administrative Coordinator
Parks Crew Leader

Parks and Forestry Crew:

Brian Adams
Jenner Lepke
Dan Stefferud
Dave Zakem
Dan Effinger
Hayden Hess
Thomas Siefkes
John Manges
Ian McGowan

Board of Park Commissioners:

Chris Kahlow- Chair Robert Young- Vice Chair Rebecca Schwarz-Secretary Sandra Cleary Eileen Kirsch Tracy Littlejohn Todd Olson Tim Alberts Pat Wilson









Proudly serving our community with locations in La Crosse and Holmen!

Appointments can be made with any of our 4 Doctors:

-Routine Eye Exams
-Medical Eye Exams
-Surgical Co-Management

-Treatment of Eye Infections and Injuries



CALL: 608-782-7127
WWW.OPTICALFASHIONSEYECARE.COM



Rotary Lights Sponsors - 2023

Super Star

Advanced Business Systems

Altra Credit Union Barb and Dave Erickson

Brennan Marine Dairyland Power First Supply Franciscan Sisters

Gundersen Health System

Ho Chunk Nation Joe Welch Equipment Mathy Construction

Morrie's OptumServe WalMart-Onalaska WalMart-La Crosse

Frosty

Associated Bank

Baird Chances R

Cinderella Carriages

Clason GMC

Cleary Management

Marine Credit Union

Edward Jones Festival Foods Gillette Pepsi Kwik Trip LCCVB

Mayo Health System
Northside Automotive
Nesnah Ventures
Outdoor Services OSI
Reinhart Family Foundation
Rod and Diane Reinhart
Rotary Club of La Crosse

Sam's Club

Trane Technologies Van Meter Electric Supply Wells Fargo Advisors

Galaxy

Amazon Benedictine

Bernie Buchner Plumbing Bethany St. Joe's Corp. Bill and Karen Hoel Breakfast Club

Carpenters Local 1143

C & C Machine Chart Industries

DMI

Dahl Automotive Dirt Monkey's

Doug and Merri Shupe Family

Eagles Club
Fastenal
Festival Foods
Fowler & Hammer
Gillespie and Associates

Hale, Skemp, Hanson, Skemp. Sleik

Holmen Area Rotary Club

Inland

Jason and Kelley Bahr Klauke Investments La Crosse Rotary -East La Crosse Tavern League

La Crosse Tribune Love Always Market and Johnson

Metronet Organic Valley

Performance Foodservice

Radisson Hotel Reyes Coca-Cola River States Trucking Rod's Power Sports Rotary After Hours St. Pat's KC's

Shannan Stephens and Michael Linse

Stifel Nicolaus The Pearl

The Insurance Center

Trust Point

Valley View Rotary Verve A Credit Union Viterbo University Walsh's Ace Hardware

WalzCraft

Larry and Kathy Warzynski

Wieser Brothers Window World Xcel Energy Caroler

Advanced Fiber Products

Al's Auto Body

Anne and Arick Hendrickson

Barb Leinfelder

Bethany Lutheran Homes Borton Construction Caledonia Rotary Club Clinton and Lisa Bucher Colgan Air Services

Cordell's Standard of Excellence

DBS Group

Dickinson Funeral Home

Fleis Insurance Gerrard-Hoeschler Hanson and Associates Hawkins Ash CPA's Home Federal

In Memory of Ed Neuman La Crescent Rotary Club

La Crosse City Vision Foundation

La Crosse Memorials La Crosse Print

Mark Glendenning + Margaret Webster

Mary and Michelle Wanders

Merchants Bank Rick and Lisa Kesterl

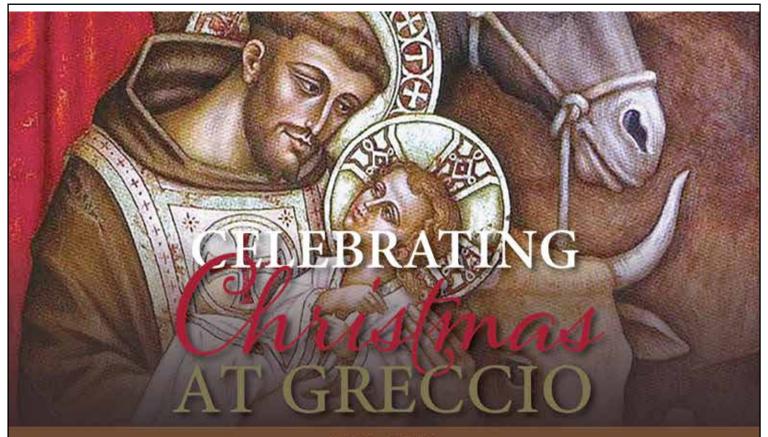
Ridgerunner Snowmobile Club Ron Hammes Refrigeration State Bank Financial Stuart Company WalMart-Sparta

West Salem Lion's Club



16 Rotary Lights 2023





1223-2023

HONORING CENTURIES OF TRADITION

800 Years Since St. Francis of Assisi Created the First Nativity Scene

In a world where traditions stand as symbols of continuity and faith, the 800th anniversary of the first manger scene, that profound representation of the birth of Christ created by St. Francis in Greccio, Italy, is no small occasion. La Crosse-area Franciscan organizations, including the Franciscan Sisters of Perpetual Adoration, Franciscan Spirituality Center, Viterbo University and Mayo Clinic Health System, have come together to commemorate this monumental event. Please join us in La Crosse!



Nov. 29- Dec. 17	The Greccio Experience: A Display of Nativity Scenes from Around the World San Damiano Chapel, 900 Viterbo Drive	Dec. 10	Franciscan Night at Rotary Lights 5 - 10 p.m. (Ninth Street Singers at 5:30 p.m.) Riverside Park, 100 State Street
Dec. 4-15	Community Mural: A Nativity-Based Paint-by-Number Experience for All Franciscan Spirituality Center, 920 Market Street	Dec. 16	The Nativity Experience 10 a.m 3 p.m. Franciscan Spirituality Center, 920 Market Street
Dec. 4-21	Baby Item Drive: Echoing the Love and Care Shown to the Holy Infant To donate, text the word baby to 608-650-6464.	Dec. 16	Advent Bowls: Sounds of Greccio 6 - 7 p.m. (5 p.m. for Nativity scene viewing) San Damiano Chapel, 900 Viterbo Drive

Dec. 10 Lighting of Mayo Clinic Health System's CAMS Building Dec. 17 Dec. 18 Dec. 18 Dec. 18 Dec. 18 Dec. 19 Dec. 19

Gifts in Kind 2023

Ace Hardware Ad Aids

Advance Electric

Airgas

Advisors Management Group

Alter Metals
Aramark/Vestis
Atty: Branden Pinsen
Badger Corrugating
Battery Mart

Bethel Lutheran Church Bill & Teresa Peters

Bill Hoel

Bluff Country Brine Bob Wingate Bob Wuensch Bobbie Gribble

Bobcat of the Coulee Region

Brad Wuensch

Cary's Specialized Services

Chartwells

Charter Communications Clason's Buick GMC Cody Sanderson & Alex Remen

Cosa Ink, LLC Crescent Printing Dakota Horstman Dakota Supply Group

Dan Mutch

Dave & Cathy Thurston

Degenhardt Tire, Inc.

Diane Rauch
Dirk Olson
Don Anthony
DSG Electric Supply

Dura-Tech Mike Diveley Explore La Crosse

Fastenal
Floor Crafters
Mike Fell
Festival Foods
Fabick Rentals
First Supply
Gary Brauer
Good Steward Store

Gundersen Health System

Hershey Corp. Hv-Vee

Greg Theres

Iron Workers Local 383

Isaiah Schaller Jacob Woods

Jerry & Nancy Hatlevig

Jerry Johnson
Jim Krueger, Sr.
Joanne Stephens
Jim & Sue Crothers
Ken's Service Center
Kyle Jumbeck
Kyle Westbrook
Kwik Trip
Lackore Electric
L.B. White

La Crosse Area Tavern League

La Crosse Backhoe La Crosse Beverage La Crosse Glass & Overhead Door

La Crosse Park and Recreation

La Crosse Police Dept. La Crosse Public Utilities La Crosse Police Reserve

La Crosse Sign La Crosse Tribune Leo Chaput

Magnum Media Group Mark & Sarah Dahlke Markus Hutnik Mathy Construction

Matt & Carolyn Zimmermann Mr. & Mrs. Mark Stuhr

Modern Crane

Murphy Hayes

Mutch Electrical Contractors Nelson Flag and Display

Noah Schaller Pat & Frank Tudahl Patty Fitzpatrick

Pepsi

Performance Food Service Pomp's Tire Service

P.T. Welding
Reyes Coca-Cola
Rita & Mick Connors
River View Vineyard &

Winery Rob Johnson

Rod's Ride On Sports

Ryan Jinkins Ryan Lundeen Ryan Seems

St. Elizabeth Ann Seton

Salvation Army

Scott Lundeen Sew Clean Skyrockers

SSE Music

S & S Distributors Steiger Construction

Suburban Propane Steven & Alyssa Klankowski

Terry Slaback
Terry Sloan
Tim Benson
Tim Hammes
Tom Hundt
Tom Svec
Topper's Pizza
Trane Company
Travis Judell
Tyler Everson

Van Meter Electric Supply Viking Electric Supply WalMart-Onalaska Warriors Performing Arts

Wieser Brothers

Xetex

Zach and Stephanie Roberson

Zach Tudahl

Helicopter ad coming

Build a Future to Last

We can help make your money work for you and those you care for — today and well into tomorrow.





Scan or call today to schedule your consultation in person, virtually, or by phone!





Securities and advisory services are offered through LPL Financial (LPL), a registered investment advisor and broker-dealer (member FINRA/SIPC). Insurance products are offered through LPL or its licensed affiliates. Altra Federal Credit Union and Altra Financial Advisors are not registered as a broker-dealer or investment advisor. Registered representatives of LPL offer products and services using Altra Financial Advisors and may also be employees of Altra Federal Credit Union. These products and services are being offered through LPL or its affiliates, which are separate entities from, and not affiliates of, Altra Federal Credit Union or Altra Financial Advisors. Securities and insurance offered through LPL, or its affiliates are:

Not insured by NCUA or Any Other Government Agency

Not Credit Union Guaranteed

Not Credit Union Deposits or Obligations

May Lose Value



2O Rotary Lights 2023





Supporting our community.

Mayo Clinic Health System is a proud supporter of 2023 Rotary Lights.

mayoclinichealthsystem.org





Rotary Lights 2024 Board of Directors

Rotary Lights 2023-2024 Steering Committee

A MC11	A G II D - 4
	After Hours Rotary
	After Hours Rotary
Sherry Sime	Caledonia Rotary
Beth Stempinski	Caledonia Rotary
Nancy Proctor	Holmen Rotary
Dean McHugh	Holmen Area Rotary
	Onalaska Hilltoppers
Mike Diveley	Onalaska Hilltoppers
Brad Johnson	Onalaska Hilltoppers
Dave Ebner	La Crescent Rotary
Steve Holman	La Crescent Rotary
Bill Hoel	La Crosse Downtown
John Wettstein	La Crosse Downtown
Mark Dahlke	La Crosse East Rotary
Terry Miller	La Crosse East Rotary
Spencer Niebur	La Crosse East Rotary
Pat Stephens	La Crosse East Rotary
Bill Wiesjahn	La Crosse East Rotary
Mark Etrheim	Valley View Rotary
Brad Quarberg	Valley View Rotary
Jim Warren	Valley View Rotary

Linda Bechly Leo Chaput Jim Crothers Sue Crothers Mark Dahlke Sarah Dahlke Mike Diveley Steve Dunn Steve Earp Tim Ehler Mike Fell Patty Fitzpatrick Tom Hundt Scott Lundeen Steve Klankowski Dave Larsen Joe LeMere Bret Nelson Dan Mutch Loren Molling

Dirk Olson Bill Peters Teresa Peters Zach Roberson Doug Shupe Nick Shupe Terry Slaback Pat Cavadini Ben Storlie **Greg Theres** Dave Thurston Tom Svec Terry Sloane Pat Smith Pat Stephens Zach Tudahl Frank Tudahl





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.

4 Sisters Dairy Queen-Onalaska Pepsi Beedle's Bar & Restaurant Joyce Diveley Teresa Peters Bethel Lutheran Church **Dublin Square** Pickerman's Breakfast Club and Pub Eagles Club Piggy's Burger King Fayze's Pizza Corral Cabin Coffee Great Lakes Coca-Cola Pogy's Sandy Chaput Kramer's Radisson Chartwells Kwik Trip Red Pines

Ciatti'sSharon LoomisS&S DistributorsJim and Sue CrothersMarge's on RoseTom Sawyer'sCulver's of OnalaskaOld Style InnSchmidty's

Let's not forget the homemade chocolate chip cookies. We're convinced some people volunteer just because of the cookies. Almost 300 hundred dozen. Patty Fitzpatrick, Teresa and Bill Peters, Joanne Stephens, Joe La Mere and the Alpha Phi Sorority.



Shimmy's

Pat Tudahl

Sports Hub

Joanne Stephens

Time Out Tavern

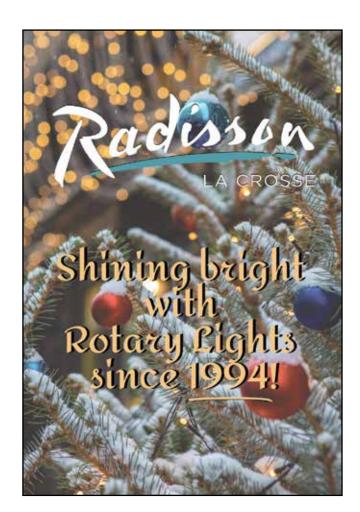
Dunkin Donuts-North

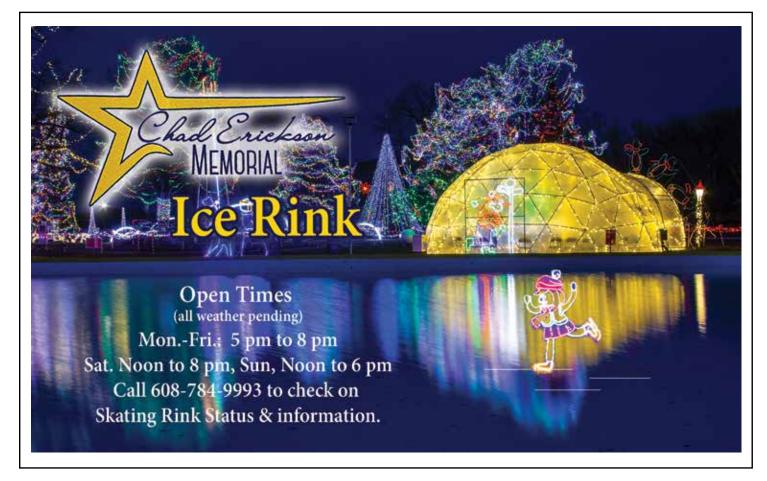
Great volunteers!



24 Rotary Lights 2023







Optum Serve®



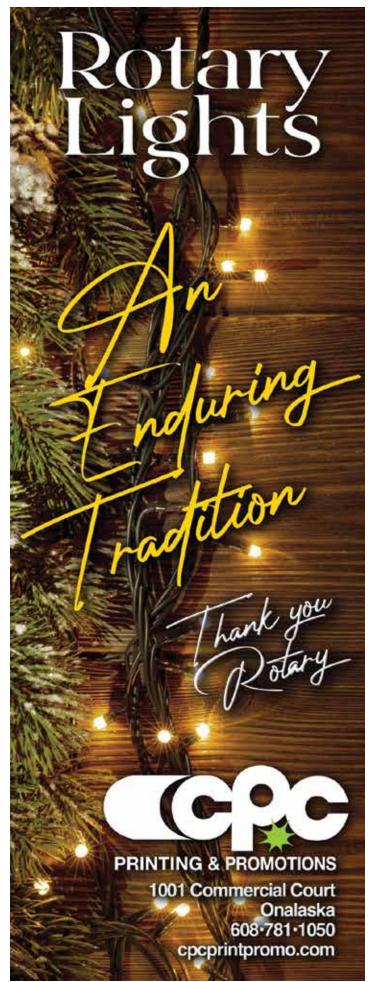
Optum Serve is a proud sponsor of the Rotary Lights.

As the federal health services business of Optum and UnitedHealth Group, our mission is clear — we help federal agencies tackle some of the biggest challenges in health care. This includes, helping agencies increase modernization, providing solutions to support operational effectiveness and readiness in military health and guiding the transition to value-based care.











Great Rivers United Way is pleased to partner with Rotary Lights to expand its mission of feeding the hungry in the Coulee Region. The following businesses are conducting food drives now through December 31.

Most are open to the public, and all donations

Optum Serve RSM US LLP

151 Hair Company
Altra Federal Credit Union
Associated Bank
Bremer Bank
Chances R
Chart Energy & Chemicals, Inc.
City of La Crosse
City of Onalaska
Dairyland Power Cooperative
Dakota Supply Group

Diocese of La Crosse
Festival Foods
Firefighters Credit Union
Hawkins Ash CPAs
Home Federal Bank La Crosse
Hy-Vee
Inland Packaging
JCPenney
Kwik Trip
Mayo Clinic Health System
Merchants Bank

RSM US LLP
State Bank Financial
Trane Technologies
Trust Point Inc.
UW-La Crosse
U.S. Bank
Verve, a Credit Union
Viterbo University
WKBT News 8 Now



Great Rivers United Way

For food drive dates and locations, visit: www.gruw.org/fooddrive.

Discover the Difference **Giving Can Bring**

Proud sponsor of the 29th Rotary Lights

Baird

2800 National Drive, Suite 101 Onalaska, WI 54650 608-785-2880



Management



©2023 Robert W. Baird & Co. Incorporated. Member SIPC. MC-1225800.





Full of memories and moments that shape your future.



COMMUNITY a crosse ENGAGEMENT



WWW.UWLAX.EDU | f y m in 8









Happy Hour Specials!

Tuesday - Thursday

Rails.....\$2.00

Off Beer......^{\$}1.00

New Glarus

Spotted Cow\$2.50

Carbliss^{\$}4.00

Grab a Happy Hour Punch Card

Get 1 punch for very visit 3pm-7pm Tuesday-Sunday. Fill your card to get entered to win a prize (prizes change each drawing).

Bloody Mary's \$5.00

Friday Open-Close

Fireball & Rails

Saturday

Malibu Mixers\$2.25

Sunday

Domestic Beers

& RailsBuy 1, Get 1

417 Jay St, La Crosse, WI,









Wishing your holidays to be filled with wonder and warmth Your complete mailroom solutions with fast, friendly, local service Serving WI - IA - IL - MN





...getting caught up on recommended vaccines

...learning how to manage stress better

...embracing the moment

From the big moments to the small ones, Gundersen Health System is here to help you love how healthy feels.



bit.ly/ghsHFL

GUNDERSEN HEALTH SYSTEM®

THANK YOU VOLUNTEERS

FOR MAKING THIS ANOTHER GREAT SUCCESS!

