

Valley View Rotary Update

Wednesday, November 25 and December 2, 2009

Program:

12/2 - Search Engine Optimization (SEO)

Stephen Woessner, author of *The Small Business Owner's Handbook to Search Engine Optimization*, Director of Marketing Services for a major marketing agency, and member of UWL Small Business Development Center, spoke about his book, website development, marketing on the web, SEO and about converting additional website traffic into revenue. You can learn more about Stephen and his work at <http://seotrainingproducts.com/>

11/25 - Feedback Is Good For You

Rich Petro, Human Resources Consultant, author, and Principal of La Crosse Consulting Group, (LCG), presented about giving and accepting feedback. He discussed insights and helpful tips on how to provide feedback and also provided some written worksheets and tools that we could all take back to our work places and homes to enable us to better handle opportunities for feedback.

Announcements:

Breakfast with Santa at Rotary Lights

This event is Sat, Dec. 12th, 9-11am in the Ice Castle at Riverside Park. The Onalaska Rotary is cooking the breakfast and the Hillside Animal Hospital is sponsoring and staffing the event. Tickets are \$6 each (adults and children). Entertainment to be provided by Kenny Ahern—watch him balance a Christmas tree on his nose! Tickets are available from Hillside Animal Hospital, W5706 HWY 33 La Crosse, 788-3425

Christmas Gift Program – Foster Kids

Valley View Rotary is again teaming up with the La Crosse County Hunger Services to take part in the Christmas Gift Program for the foster children. Bill Shepherd is planning to get more cards with information about the recipients for the Club. Once a card is selected, purchase the gift, attach the card and bring it to the Christmas Party or give to Bill before then. If you have any questions please contact Bill.

Membership

Russ Callahan has put together New Member Proposal Packets which are in a plastic box in the podium. Please ask a friend, neighbor, co-worker or acquaintance to visit our club and give them one of these packets to help them understand what Rotary is about! Thanks Russ.

November is Rotary Foundation Month

Please remember to turn in your pledge forms and enrollment forms to Dick Spencer. We are looking to get pledge forms back from everyone, even if the amount is zero. See Dick Spencer for the forms.

Kringles

Thanks to everyone who sold kringles and/or donated funds to make this year's kringles campaign a success!

We are looking to wrap up the collection of the Kringles money. Please turn in to Dick Spencer in an envelope clearing identifying donation \$, sales \$ and total \$.

Rotarians at Work Day

The District Governor is asking clubs in the district to identify a community service project that they can complete on the last Saturday of April or one of the first two Saturdays in May. It is preferred that the clubs do a larger, more visible project, possibly work in some publicity and/or partner with a youth group, and then have some sort of fellowship gathering afterwards. The project plan must be submitted to district by January 1st. Rosalie and the Community Service Committee is working on details for a landscaping / clean-up project at the Eco-Park. More details to come.

Rotary Lights

Thanks to everyone who helped out with the Award-Winning Rotary Float!

Doug Bruha who spent about 6 hours decorating the float, Dick Spencer 'Candy Man' for bringing the candy and glow sticks, Terry Bauer for helping to organize and the following people who joined in to help make this a great Valley View Rotary social event; Larry Peterson, Dick and Pat Spencer and family, Janie Spencer, Tammy Fisher and Mindy, Sue and Jim Dillenbeck, Del and Joan Schreck, Doug and Brenda Bruha and family, Chris Leach, Kate Dunnum and family, Julie Keitel and family, and Brad and Gail Quarberg.

A reminder to those who volunteered to work Saturday night, December 5th at Rotary Lights, please let Jim Warren know if you are unable to be there.

Club Visioning Program

Larry Peterson provided information and a sign-up sheet for a great opportunity for our Club, the Club Visioning Training Program. The visioning process is designed to help a Rotary club create its own vision and to discover for itself the steps necessary to achieve that vision. It brings together a good cross-section of its membership from the newest to the most experienced Rotarian. The visioning event provides renewed focus on objectives and is completed in a dedicated, fun-filled four hour session. The challenge during this process is to gather as many ideas and opportunities for the future from a group of 15 to 30 Rotarians and then condense it down to the most important goals as determined by that club. For further information go to - <http://www.rotary6250.org/district/clubvisioning.shtml> Contact Larry Peterson regarding questions or to sign up.

International Projects

On January 21, 2009 the Mid-town Salem Club in Tamil Nadu, India and Valley View Rotary International Avenue of Service, headed by Roger Imes, submitted a grant to Rotary International for a \$10,000 ambulance to be used for numerous people in villages by Chennai, (Mumbai) on the East coast of India. Those people had no way to get cardio care on an emergency level to a hospital. On February 24th, 2009 this joint grant was approved. In November the Mid-Town Salem Rotary contacted Sondra LeGrand to let her know that the ambulance had been delivered to St. Joseph Clinic in Puduchy, Tamil Nadu. This project was a success thanks to the Indian Rotary, La Crosse Valley View Rotary and Rotary International. Thank you to Sondra LeGrand, Cheryl Gill and Roger Imes for their part in this great international project!



Sondra also mentioned another international project that she was involved in which is supporting eight women for three years of college. Great work Sondra!

Upcoming Programs

- 12/9 Carol Ebert
- 12/16 No morning meeting – Christmas Party that night
- 12/23 Pamela Maas Classification Talk
- 12/30 Club Assembly
- Jan. La Crosse Public Library, Executive Director
Dietitian and Author of "Thin Women Don't Clean Their Plates"
Owners, Kick Show Store, Downtown La Crosse
Director of the area Linus Project (makes and gives quilts to hospitalized kids)

December Assignments:

- Programs: Debbie Lee
- Rooter: Terry Bauer
- Greeter: Pamela Maas – 12/2 & 9, Larry Clark – 12/23 & 30
- Invocation: Carol Gross
- Take Down: Vocational Service

Dates to Remember:

- 12/5 Valley View Rotary Work Night at Rotary Lights, Saturday, 4:45 pm – 10:30 pm
- 12/9 Rotary Works Foundation fundraiser at The Wine Guyz, 6:00 – 8:00 pm
- 12/13 Rotary Lights Run/Walk

1/3 Valley View Rotary Take-down Day at Rotary Lights, Sunday, 10:00 am – 3:00 pm;
5/21-23, 2010 District Conference in La Crosse!

Web sites:

Prizm Greeting Cards: <http://prizmGreetings.com/>

Visit <http://www.rotary6250.org/> for more information about Rotary and Dist. 6250

Rotary Works Foundation Application Form link: [Rotary Works Foundation Grant Application.](#)

You can get more information about the [Rotary Works Foundation, site pages, Rotary Club of La Crosse.](#)

Thanks and have a great week!

Tom