

E-Rotatler

Week of August 10, 2009

A Publication of the **ROTARY CLUB OF ST. LOUIS PARK**

District 5950, Club 2133 – Since 1947

<http://www.rotaryslp.org> (password: parkrotary)



CALENDAR OF EVENTS



3— **Mary Lahammer**

Almanac:

At the Capital Host

10—**Laura French**

“Social Media

The Power, the Promise

17—**Arthur Klobe WW II**

24—**Tim Kozak**

Secret Service

31—**Tom Doohar**

Education Minnesota



7—**Labor Day**

No Meeting

14—**Murshid Barud**

Somali Leadership Council

21— **Sandy Schley**

District Governor

28—**Ron Gruening &**

Mark Allen

Int'l Fire Relief Mission

AUGUST

Sergeant at Arms

Dick Milnar

Wade Manthie

Jeremiah Tanner

INTRODUCTIONS

3—Dottie Rietow

10—Dottie Rietow

17—Elmer Schindel

24—Ken Skold

31—Ken Skold

MONDAYS MATTER

Preview: *THIS WEEK'S MEETING – MONDAY, Aug. 10, 2009*

LAURA FRENCH ON SOCIAL MEDIA

Experienced writer and strategic thinker with background in public relations, employee communication, marketing and higher education.

Internal Communication: I plan and execute change communication programs to facilitate preparation, participation, and buy-in from employees, vendors, or clients.

Business-to-Business Communication: I provide Web content, brochure and direct mail copy and other writing designed to support organizations' strategic marketing and sales objectives.

Training: I develop presentations on various business communications topics and create customized training in business process and quality methodologies. Experienced in both classroom presentation and online Learning Management Systems (LMS). ght writing, advertising and public relations at the college level for 10 years.

Workforce Development: Covered manufacturing, IT, construction and health-care careers for the StarTribune Jobs section for the past 6 years. Wrote Diversity at Work profiles 2008 and 2009.

Communication Planning: Key messages, value proposition, audience analysis, delivery mechanisms, schedules and calendars, budgeting

Rotary Gala in the Park

Thursday, October 8th

Double Tree Park Place Hotel

Planning meetings at 11 a.m. the first Monday of every month on the terrace above our regular meeting place at the Double Tree.

Overall chair, Nick Lampi



2009/2010 BOARD

David Landt
President
952/935-8636

Jay Rasmussen
President-Elect
952-738-4277

Vice President
Tim Polich
952-920-6091

Amy Hennen, Treasurer
952-465-0308

Tammy Sullivan
Secretary
952/924-0677

Paul Bierhaus
Immediate Past President
612-239-8765

Mary Phelps
Membership
952/929-1679

Jeremiah Tanner
Community Service
612-803-0152

Alan Ackerman
Vocational Service
763/546-2222

Denny Morrow
International Service
952-853-8435

AVENUES OF SERVICE

YOUTH COMMUNITY INTERNATIONAL VOCATIONAL CLUB

St. Louis Park Rotary
P.O. Box 26728,
St. Louis Park, MN 55426
Phone: 763/545-9109 Fax: 763/545-9499
Email: admin@rotaryslp.org

BREAKING NEWS:

ATTENTION ALL CLUB PAST PRESIDENTS!

PAST PRESIDENT NICK LAMPI is organizing the annual Past Presidents' Luncheon to honor the immediate past president – in this case, Paul Bierhaus, a two-time club leader, and PDG. The date is Sept. 2 (at 12 noon) and the location again is the Golden Valley Country Club. Please mark your calendars and RSVP your attendance to this year's St. Louis Park Rotary's Past President's Luncheon.

You can confirm your attendance by e-mailing Nick at Nick.Lampi@edwardjones.com; or call at (952) 935-0782 to confirm directly with Nick or his office administrator, Renee. Also, if you are a member at the Golden Valley Country Club, please let Nick know ASAP so that we are not charged a room rental fee.



“MONDAYS MATTER” – 2009-2010 LANDT THEME

REPEAT NOTICE

PRES. LANDT'S 2009-2010

FOCUS

Our focus is that **MONDAYS MATTER**. This is a weekly commitment, just like Sundays matter to me – Mondays will now matter as well.

To this end, President David is committed to the following:

I will help our speaker chairs leverage great speakers to this commitment, so that they can share their knowledge, expertise and educate.

I will come prepared to run a great meeting that matters and has value for each of us.

I will help plan meeting elements that will all tie to this Vision statement. Instead of jokes, there will be “Proverbs & Parables.” The first proverb: “Promote a clash of ideas.” – Collin Powell.

He hopes we can share among ourselves those things that help us connect stronger and grow more philanthropic together – learning to be more generous leaders, and not so self-serving.

To this end, President David expects from us, the following:

Come ready to engage and learn.

Be here in greater numbers on Mondays, because Mondays Matter.

The meetings will start at 12 noon vs. 12:15 p.m. (allowing the first 15 minutes to network, exchange, discuss and absorb the “remarkable amount of wisdom available in this room.”)

MONDAYS MATTER – Park Rotary meetings – A no-miss part of your week!



OUR NEW BOARD OF DIRECTORS

Jay Rasmussen, President Elect and continued involvement in social activities
 Tim Pollich, Vice President
 Immediate Past President and Annual Giving Chair,
 Paul Bierhaus
 Jeremiah Tanner, Club Service Director and Webmaster
 Amy Hennen, Treasurer, in perpetuity
 Alan Ackerman, again Vocational Service Director
 Tammy Sullivan, again Secretary and Bulletin Editor in Waiting
 Denny Morrow, International Service Director, now in the Congo, deep in the African jungle, viewing sponsored hospitals and orphanages
 Mary Phelps, again Membership Development (and Orientation) Director
 Dr. Deb Bowers, Rotary Youth Exchange – not a Board position
 Two more positions might be added later

FROM THE PODIUM

DID YOU KNOW? The last member of clergy to serve as President of the Rotary Club of St. Louis Park, before Pastor David Landt this year, was the Rev. Paul Obernauf in the Rotary Year of 1957-58 – 51 years ago.

CONGRATS TO FOUNDATION Board of Trustees: Jim Brimeyer, elected for another term as Treasurer; Bruce Hasselbring, elected to a second three-year term; and Past President Paul Bierhaus, elected to a one-year term and placed in charge of Annual Giving for 2010. David Howard managed the election, as President or Chairman of the Foundation Board.

BRIMEYER REPLACES Bill Davies as Foundation Treasurer, a position Davies held for 14 years. Congratulations and thanks Bill for outstanding and distinguished service to the Club and Foundation in this important capacity.

WELCOME MINNETONKA ROTARIANS Sam Stern (native of the Park) and Guy (somebody), talking about their annual club fund-raiser to help build responsible youth. It's a raffle and there are trips to Tucson and the Bahamas, a Mall of America shopping spree and a flat screen TV.

BOB MARSHALL, reports Harley, is now residing at Friendship Village. He also noted our good friend, former club administrator, **Barb Waryan**, remains at Jones Harrison Residence and is having trouble walking – but hopes to return home soon to her longtime residence on Winnetka Ave. in Golden Valley.

SPEAKING OF BILL DAVIES, he noted that he sees longtime Rotarian and one of the “Fathers of Children First,” **Gil Braun**, at the Eden Ave. Grill weekly in Edina. His health is fair, as he is now in his '90s, but he is challenged by memory issues.

PASTOR DAVID'S LEADERSHIP PARABLE: A bit easier to digest that Bierhaus “Laugh Breaks,” this one involved a Bedouin farmer, two camels on a trade route in the Middle East. One camel is carrying salt, the other bales of cotton. The rains come, as do floods. Crossing the river, the two camels nearly drowned. Once to the other bank, the one carrying salt is rejuvenated (as the load is lightened by dissolved salt), and the other collapses in exhaustion as the wet cotton becomes heavy and burdensome. Management lesson here (not a punch line): be cognizant of what your employees or co-workers are “carrying” with them as personal issues or “baggage.”

ROTARY GALA IN THE PARK UPDATE:

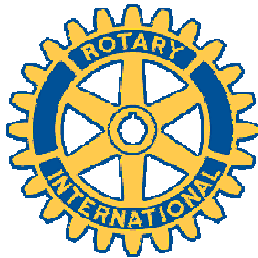
Elmer Schindel reports that 10 volunteers will be selling sponsorships and collecting donated auction items. Their goal is \$3,000 each. Two \$1,000 sponsorships have been sold to date.

Several dinner packages have been contributed. E-mail Elmer by Friday as to the item you would like to contribute: Elmer Schindel [elmerschindel@yahoo.com]

The primary beneficiary for this second annual Gala will be our own Rotary Club of St. Louis Park Foundation. Beneficiaries of the Foundation will be promoted throughout this process.

Remember, 11 a.m. meetings of the full committee the first Monday of each month on terrace above meeting room. The next meeting, per Chair, Nick Lampi, is Aug. 3, 11 a.m. Please be ready with committee updates.

TRF RECOGNITION POINTS in the “bank” for current members (earned from every dollar after the first \$1,000 contributed), can translate into the awarding of up to 10 new Paul Harris Fellows in the club. See President Paul.



Honoring the
Nine District Governors
Originating from the
**ROTARY CLUB OF
ST. LOUIS PARK**

CARROLL L. HURD
District 174
1952-1953

FRED V. ROGERS
District 595
1961-1962

C. WILLIAM BRIGGS
District 595
1972-1973

JOHN N. MITCHELL
District 595

TOM O'MEARA
District 595
1981-1982

WILLIAM B. GLEESON
District 595
1984-1985

KENNETH L. SKOLD
District 5950
1989-1990

PAUL O. BIERHAUS
District 5950
2002-2003

ROD S. SHILKROT
District 5950
2006-2007

**OUR LEGACY OF
LEADERSHIP**

**THE LEADING DISTRICT 5950
CLUB IN PRODUCING
DISTRICT GOVERNORS!**

VOCATIONAL TALKERS STILL IN DEMAND: Speaking of Allan, Mr. "Vocational Service Director" Ackerman, he continues to seek volunteers to go to the podium and tell their life stories in 3-5 minutes – better known as Vocational Talks. This is not just for newer members. We'd like to hear more from our tenured members as well.

THIS DAY IN HISTORY? Discover the highlights of this day on your own by going to this Web site:
<http://www.nytimes.com/learning/general/onthisday/index.html>

FAST FORWARD: *NEXT WEEK'S* *MEETING – MONDAY, Aug. 17, 2009*

"The clearance and the briefing made you feel that you were carrying the weight of the world." (Memoir)

Arthur Klobe, Lt. Colonel (Retired) US Army. World War II, 1939-1946. The U.S. entered World War II six months after Arthur Klobe graduated from college, and his ROTC training gave him an advantage. Already an officer in the Army Reserve, his aptitude for anti-aircraft technology got him noticed by his superiors. Not long after he arrived in England in 1943e, Klobe became involved in planning the Normandy Invasion, receiving the highest security clearance. Klobe spent June 6 on a ship just off the Normandy coast, but the net day, he and another officer waded ashore. While under fire the two men guided troops toward support vessels carrying much needed reserves of ammunition.

REWIND: *MEETING of JULY 27, 2009*

MARY LAHAMMER FROM ALMANAC ***HOST: At the Capitol***

Our speaker on Monday was scheduled to be noted local political broadcaster, Mary Lahammer, a program host and political reporter for Twin Cities Public Television since 1998. She has won several Emmys and numerous other awards in several states for her anchoring, reporting, producing and photography.

Unfortunately, a scheduling miscommunication of some sort resulted in a rare



no-show.

If Lahammer is rescheduled, you will read about it first in this publication.

Instead, President Landt called for an impromptu “Club Assembly,” which yielded the following:

HIGHLIGHTS FROM IMPROMPTU MINI CLUB ASSEMBLY

Our member count is at a record (recent 30 years) low 61 members. However, please note that this is the results of a 2-year roster cleaning project – accurately establishing who are dues paying members and who are not.

Our goal for member growth, according to the new long-range strategic plan, is 115 (including five new members this year).

What are the biggest reasons people are leaving Rotary? Health, retirement, moving out of the area – and not getting involved.

What are our key International Service projects for the next year or two? A strategic planning meeting on this topic will be held in the fall to decide. Pres. Landt also wants to establish a more effective system of determining and supporting projects.

Lots of speaker ideas were tossed about – including topics and people that would encourage a “clash of ideas.”

E-ROTATLER NEWS & NOTES

MESSAGE FROM THE DISTRICT GOVERNOR

DEAR FELLOW ROTARIANS....

August is Rotary’s Membership and Extension Month!

I’m pleased that this emphasis falls early in the year, because District 5950’s number one goal for the 2009-2010 Rotary Year is Membership – Recruitment, Retention, and Extension. We cannot continue to grow in terms of projects, contributions, and public image unless we also grow in new members and keep our existing members involved, making Rotary relevant and meaningful.

Recruitment – During the past year, 29 clubs increased or maintained their membership levels. This year, every club has projected a “net one” increase in membership – the goal set by Rotary International and the number required for clubs to qualify for the Rotary International **Presidential Citation** for outstanding clubs. I am hopeful that every club in District 5950 will qualify for this award.

Retention – High expectations for membership, a meaningful new member induction, a strong orientation program, and ongoing mentorship activities are the keys to a successful member experience. If your club has not reviewed your retention program, I encourage you to do so . . . it’s the best gift you can give to your members!

Extension – *South Metro Evenings* (SME), sponsored by the Rotary Club of Edina Morningside, is the first of two new Rotary Clubs being formed in the Greater Twin Cities Area. The second, sponsored by the Rotary Club of Maple Grove, will serve the North Metro Area. Both clubs will meet in the early evening in an effort to attract people who are not available for a morning or noontime meeting.

During the coming month, I challenge every member to develop your *Rotary Story* – why you became a Rotarian, why you remain a Rotarian, and why Rotary is a significant part of your life. Tell your Rotary Story to at least one prospective member. Then, invite that person to join you at your club’s meeting.

When we hear the theme, ***Every Rotarian, Every Year***, we think of The Rotary Foundation. That’s great! However, I encourage you to also think of membership and make it your goal to invite a prospective Rotarian to your club this year . . . and every year!

The Future of Rotary is in Your Hands . . . Develop a “Legacy of Leadership” . . . invite a friend to Rotary!

Sincerely . . . In Service Above Self,
Sandra Schley, Governor
Rotary International District 5950

DISTRICT LEADERSHIP
Nominations Being Sought for District Governor, 2012-2013

Nomination Committee Chair – Chris Holm, Immediate PDG, Minneapolis #9

This represents the first notice for Nominations for the leadership position, District Governor to serve District 5950 in the 2012-2013 Rotary Year. Nominations are due December 1st, 2009, according to District Nominating Committee Chair, Chris Holm, Immediate PDG, Minnea-



polis #9.

The makeup of the Nominating Committee, to include the four past immediate PDGs and three club presidents from 2008-2009, one each representing the three membership size classes (to be selected by the Nominating Committee Chair). Interviews are usually in mid-December or mid-January and the deadline date for applications, as stated above, may be extended by the Nominating Committee Chair and sitting DG. Notices for Nominations are published in this newsletter three times, on the District Web site and via official e-mail notice from the District 5950 Office.

The qualifications to serve as District Governor are:

- 1. A Rotarian in good standing.**
- 2. The Rotarian must have full qualifications for membership.**
- 3. The Rotarian must have served a full year as a club president.**
- 4. [Click here](#) for additional eligibility requirements.**

Candidates must complete the Governor-Nominee Data Form ([click here for Word document](#); [click here for PDF](#)) and return it to Holm by 5 p.m., December 1, 2009. If faxing or mailing your application, please send an e-mail to alert me to watch for it.

The date and location for Interviews for the position will be announced in the next newsletter and by e-mail from District Executive Secretary, Diane Confer.

Duties of the District Governor are also outlined in that document (page 26), as well as the nominating procedure (Article 13 of the Bylaws of Rotary International, page 213). The 2004 Manual of Procedure may be downloaded from the RI Web site: http://www.rotary.org/RIdocuments/en_pdf/035en_full.pdf

Attached is the Governor-Nominee Form which must be completed, signed, and returned so it is received by **Tuesday, December 1, 2009**, to:

Chris Holm, PDG, Nominating Committee Chair,
128 E. 18th Street
Minneapolis, MN 55403

If you have questions or concerns, please contact Chris Holm at **612-879-8275 or (cell) 612-790-1793** or via e-mail to: ChrisHolm5950@gmail.com

Though demanding in many ways, the position of District Governor offers unique and significant opportunities for service. Time management is enhanced for the District Governor through the expanded roles of Assistant Governors and Committee Chairpersons, as well as the support and encouragement of Past District Governors. This is an opportunity to help shape Rotary for the future, to inspire others, and to enjoy a life-changing experience. Remember, ***“The future of Rotary is in your hands.”***

DISTRICT VOLUNTEERS SOUGHT **Call for Volunteers to Manage District 5950 Finances**

District 5950 Chief Financial Officer – James Bird, Golden Valley

I am writing to enlist your help in recruiting Rotarians to assist in the financial management of the District. Broadly the needs are as follows:

To take on the role of CFO for the District, starting in 2010-11. This involves the following key tasks:

- Production of annual statutory accounts
- Completion of IRS Form 990
- Production of quarterly statements of Income and Expense for review with the District Finance Committee
- Working as a member of the District Finance Team to ensure that the assets of the District are adequately protected.
- Report to members at the District Conference Business Meeting on the financial state of the District. Provide financial expertise to other District leaders

Work with District Executive Secretary in maintaining the account registers of the District. This involves the following key tasks:

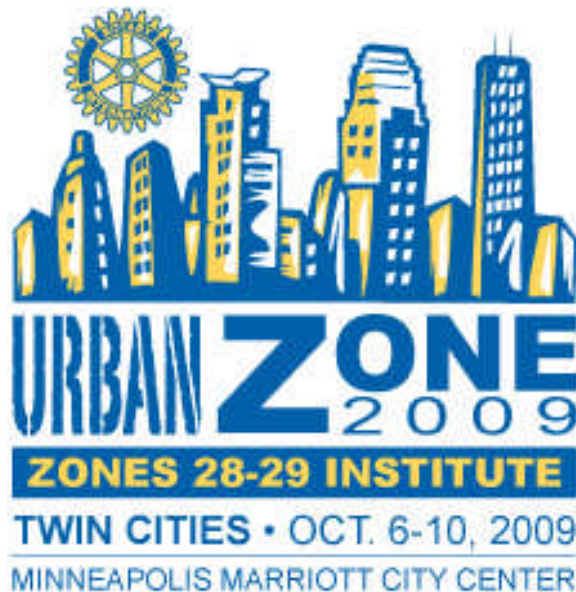
- Maintain oversight of Club receivables.
 - Provide support in Club billings
 - Ensure that control procedures for disbursements are followed
 - Provide support to the CFO in producing interim and Statutory accounts.
 - Assist in check signings etc.
- Answer questions that arise

Ideal candidates should have accounting experience, and for the CFO role should possess a CPA qualification. Rotarians interested should contact Jim Bird-CFO for further information, and estimates of time involvement, at fred-blog@aol.com, tel:763-557-1706

VOLUNTEERS WANTED

To serve on the District 5950 TRAINING TEAM for the Rotary Year of 2010-2011 (for DGE Larry Zilliox). Should have some training experience and interest. Will be responsible for managing the District Assembly in May 2010; and/or Mid-Term Assembly in January 2011. Club leadership experience preferred. Please contact District Trainer Consultant, PDG Rod Shilkrot, RotaryRod@AAAMinneapolis.com or 952-927-2673.

COMING SOON TO DOWNTOWN MINNEAPOLIS!



**Interested in volunteering?
Contact General Institute Chair
Ron Axel, PDG, 5950
*Ronald9494@aol.com***



IN MEMORIAM

John N. Mitchell, Sr.

District 5950 PDG John N. Mitchell, Sr., 91, died July 24, 2009 at Mission Medical Center, Texas. He was the father of current District Executive Secretary, Diane Confer, Rotary Club of Maple Grove. Mitchell was originally a member of this St. Louis Park club.

John was born in Chicago, Illinois to Barth and Walterbelle Tye Mitchell. He received a BS in Electrical Engineering from Illinois Institute of Technology, and a Master's Degree in Mathematics from Loyola University. John married Eunice Anita Sanders; he moved with his family to St. Paul, Minnesota where he began his career as an Electrical Engineer with Honeywell. At the Honeywell Aerospace Division, John served as Head of Reliability of Guidance Controls for Apollo 11. His subsequent positions included Director of the Honeywell Foundation, Director of Business Enterprises for American Minorities, and Director of the Metropolitan Economic Development Association. After Eunice's death in 1961, John met and married Sarah Bowser Boulware in 1963. John served on the Board of Directors at Midland National Bank; Police Commission, and City Council member of Golden Valley, MN; member of Rotary Club of St. Louis Park, MN; charter President of the Rotary Club of Golden Valley, MN; Governor of Rotary District 595 (1978-79); and a member of Calvary Lutheran Church of Golden Valley. John founded Black History Month in Golden Valley, which was subsequently celebrated in adjacent communities. In the 1960s, John was a co-founder of the TST Club – Tomorrow's Scientists and Technicians Club, to get young African-American males interested in the sciences. Many of these young men went on to become successful professional people as adults.

John was a wise and gentle Christian man, a husband and father nonpareil, a thoughtful mentor, and a tireless leader. When honored by the city of Golden Valley for his human rights leadership, Jim Shannon wrote, "John Mitchell holds up a corner of the sky over Golden Valley." That expression so aptly describes John's devotion to improving the quality of life for people everywhere. His strength of character and commitment to living an honorable life in service to others will continue to inspire all of us who have been blessed to know him. Our grief is overwhelmed and overcome by the great joy, honor and gratitude we feel, being related to him. John is survived by his loved and loving family: wife Sarah; son John N. Mitchell, Jr. (Mary); daughters Diane M. Confer and Anita L.M. Webster (Corey);

grandchildren Damon Mitchell, Nathan Confer (Sara), Mitchell Confer, Caleb Webster, and Olivia Webster; great granddaughter Ayanna Daniel; nieces Gwendolyn Smith, Lerotha Russell, and Yvonne Henderson (Mike); and nephew Richard Chaney (Jean). A memorial service celebrating the life of John Mitchell will be held in Mission, Texas on Friday, November 27, 2009, 2:00 p.m. at Trinity Lutheran Church. In Minnesota, there will also be a celebration of his life, time and location to be determined.



CALLING ALL SPEAKER-FINDERS!

President Paul and Monica Murphy are exhausted and need our help in finding new speakers for club meetings. If you are interested in helping them with this tireless task, see either and start making suggestions.

2009 St. Louis Park Police Crime Prevention Fund Third Annual Golf Tournament

Friday, September 11, 2009

Shotgun Start: 8:00am

(arrive 30 minutes prior to tee time)

Registration \$75: Includes green fees, cart, prizes and lunch

RSVP No later than August 21, 2009

As a valuable member of St. Louis Park's Community, the Police Advisory Commission would like to cordially invite you to attend our Third Annual St. Louis Park Crime Prevention Golf Outing.

The primary purpose of St. Louis Park Police Department's Crime Prevention Fund is to assist our department in preventing crime and providing reward funds. The fund also supports National Night Out, Neighborhood Watch Programs, our Chaplain Program, Citizen's Academy and many other initiatives that provide support for safety awareness to our business and residential communities. This is the only fundraiser that directly



AUGUST CELEBRATIONS!!

HAPPY BIRTHDAYS

Breck Fleeson—19th
Herm Hasselbring—27th
Mike Lyons—25th
Roger Strand—26th

CLUB ANNIVERSARIES

Elmer Schindel—26 years
Ali Hakim—26 years
Al Anderegg—21 years
Judy Goldetsky—8 years
Deb Bowers—5 years
David Landt—4 years
Bill Kenney—1 year

DISTRICT 5950 CALENDAR

Membership & Extension Month

- 1 *Rebound Event for all returning
2008-2009 Outbound Youth Exchange Students and their parents.*
- 5 World Community Service Committee Meeting
3:30 PM, Boy Scouts of America; 5300 Glenwood Avenue; Golden Valley, MN
- 8 *Club Youth Exchange Officer Training – 10 AM; AAA Headquarters; 5400 Auto Club Way; St. Louis Park, MN*
- 15 Deadline for local Rotary Clubs to receive Group Study Exchange Team Leader and Member applications. (Please see the District 5950 website for details.)
- 22 *Club Youth Exchange Officer Training – 10 AM; AAA Headquarters; 5400 Auto Club Way; St. Louis Park, MN*

UPCOMING SPECIAL EVENTS

SEPT. 25, 2009 – FALL TRAINING DAY 2009: Golden Valley Country Club; Golden Valley (Includes AGs/District Leadership, Club Presidents, Club Leaders, and all District 5950 Rotarians)

OCT. 6-11 – URBANZONE INSTITUTE, Zones 28-29; Marriott City Center, Downtown Minneapolis, Convened by RI Director Tom Thorfinnson; General Institute Chair, Ron Axel; includes two days of training. Ask Rod Shilkrot for more information.

THURSDAY, OCT. 8 – ROTARY GALA IN THE PARK: Evening, major Park Rotary Fund-raiser; Double Tree Park Place Hotel.

JAN. 16, 2010 – MID-TERM ASSEMBLY: St. Cloud (Includes AGs/District Leadership, Club Presidents, Club Leaders, and all District 5950 Rotarians), Radisson Hotel, Downtown St. Cloud.

MAY 13-15, 2010 – DISTRICT CONFERENCE: Westin Hotel; Galleria; Edina (Includes AGs/District Leadership, Club Presidents, Club Leaders, and all District 5950 Rotarians)
CLUB OFF-SITE MEETING IDEAS? Allan Ackerman, Vocational Service Director, encourages more site visits as regular meetings, away from the Double Tree. Contact Ackerman at aackerman@lupient.com if you are interested in hosting the club off-site.