

E-Rotatler

Week of August 17, 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 of Aug. 17th Meeting!

"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 next day, he and another officer waded ashore. While under fire the two men guided troops toward support vessels carrying much needed reserves of ammunition.

BREAKING NEWS:

PROGRESSIVE DINNER A BIG SUCCESS

Thank you to Jay Rasmussen for organizing a great 2nd Annual (after restart last year of this former annual event) Progressive Dinner. Thanks also to Dave and Jolanta Howard (and friend Alex) for staging an incredible reception at their Wayzata/Minnetonka home; and to Rod Shilkrot and Cheryl Levy-Shilkrot for concluding the night with a fun and tasty dessert buffet at their Plymouth home. In between, Jim and Pam Brimeyer (no defective Brandy Alexanders this year); Elmer and Bonnie Schindel (great beef tips); and Walt and Deanna Hanson (great salmon) hosted three fabulous smaller group dinners. In all, over 30 participated in this fun event. Thanks Darlyne Erickson also for helping coordinate and

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

communicate. The real star of the show, however, was Olive Rasmussen, age 5+ weeks, and her surrogate grandmothers, Tammy Sullivan, Darlyne Erickson, Cheryl Levy-Shilkrot and others.

PAST PRESIDENTS' LUNCHEON SEPT. 2ND

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.

GALA UPDATES, FROM NOW ON...

Weekly **ROTARY GALA IN THE PARK** updates can now be found at the end of this and each newsletter – through October, underneath the Gala Ad – just keep scrolling down.

FAST FORWARD: NEXT WEEK'S

MEETING – MONDAY, Aug. 24, 2009

TIM KOZAK, U.S. SECRET SERVICE

Perhaps he will answer some of these questions about the United States Secret Service

- [What is the origin of the Secret Service?](#)
- [Who is the Secret Service authorized to protect?](#)
- [How long do former presidents receive Secret Service protection after they leave office?](#)

[How does the Secret Service "protect" the president?](#)

[How can I report a threat towards a protectee?](#)

[What legal authority and powers do Secret Service agents have?](#)

[What are the rules for the printing, publishing and illustrations of U.S. currency?](#)

[How many people are employed by the Secret Service?](#)

[Does the Secret Service auction equipment and vehicles that it no longer uses?](#)



FROM THE PODIUM

PRESIDENT DAVID opened the meeting by stating there is “a buzz in the air” about this Rotary year. We agree. His “Mondays Matter” theme is going over extremely well.

QUE TO CLAP – every time President David says “thank you,” for any reason, please proceed to a group clapping. Thanks.

THANKS PAUL HOVDE (QUE TO CLAP), for going it solo Monday as Sergeant At Arms.

CONGRATULATIONS Al Anderegg – a multiple Paul Harris Fellow.

SPEAKING OF AL ANDEREGG – he was not all that crazy about the chicken fried steak that was served on Monday – a rare misstep for the chef at the Double Tree. Most were in agreement.

CONGRATULATIONS Elmer Schindel on 35 years of Rotary membership and service – nine in Duluth, followed by 26 with Park Rotary.

NICE TO SEE Past President Dottie Rietow.

NICE TO SEE Dean Beeninga, who has survived a summer with five kids in Little League, including three on traveling teams. Between he and his wife, they were on hand for 190 games this summer. His 13-year old son was on a Plymouth-Wayzata team that won the state tournament this summer.

CORRECTION. The last member of clergy to serve as President of the Rotary Club of St. Louis Park, before Pastor David Landt this year, was not the Rev. Paul Oberauf, who commanded the podium (pulpit?) in the Rotary Year of 1957-58 – 51 years ago. It was Rev. Bennett Brudevold, Pastor of Aldersgate United Methodist Church in St. Louis Park, and President of our club in 1973-74. He was instrumental in developing outstanding invocations for the club. He was inadvertently omitted, for some reason, from the 60th Anniversary Program list of Past Presidents, resulting in last week’s error.

PASTOR DAVID’S LEADERSHIP PROVERB: This one was from the Axiom Book. Make the big ask, it says. Big things don’t happen by accident (i.e., Elmer Schindel seeking a huge Gala corporate sponsor). Make the big ask. You never know – until you ask.

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.

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>

REWIND: MEETING of AUG. 3, 2009

Program arranged by Darlyne Erickson through her relationship with the Midwest Association of Association Executives

Laura French on Social Media

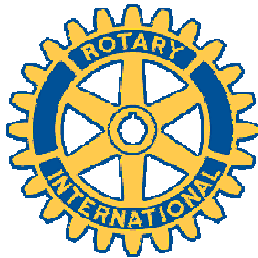
EXCERPTS FROM HER LINKED-IN PROFILE:

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

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.

HIGHLIGHTS OF THIS INTERESTING PRESENTATION:

Social media is defined as an activity that integrates technology and social interaction via words, pictures, video and



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!**

audio – essentially people having conversations, discussions and interactions online.

The BIG THREE in social media: Linked-In, Facebook and Twitter.

Data on social media:

It's more popular than pornography on the Internet

There are now more than 4 million Wikipedia articles

There are now more than 100 million You Tube videos

There are now 36 million participants on Linked-In, one new participant per subscriber

57% of all Internet users have joined at least one social network

96% of all millennials have joined at least one social network

Here is an interesting broad spectrum comparison between the traditional Web site and social media:

TRADITIONAL WEB SITE

Passive

Monologue

Costs: professional help needed

Clearly defined

All or nothing

SOCIAL MEDIA

Push features

Dialogue

Free: DIY (do it yourself)

Loosely defined

Incremental

MORE ON EACH OF THE BIG THREE:

LINKED-IN

As of 2/23/09, 36 million were connected through this network

It is essentially an auto-updating "Rolodex"

One new participant per second

Forum in which you can place your resume, portfolio and recommendation letters for your job search process

Prediction by Laura French: in 10 years, all resumes will be on Linked-In

LINKED-IN GROUPS

Example: Rotary #9 is now a Linked-In group, as is Rotary International

Member-driven organizations

This is a controlled business application and requires permission to join

It becomes, in many ways, a "virtual" meeting space

"Push" feature allows you, as a member of the group, access to news updates

Go to www.linkedin.com/groups

TWITTER

This is a 140-character blog

A source of information – not just about the art of "tweeting"



Access to a condensed stream of information
– with lots of purely business applications
being developed daily

French's favorites:

<http://twitter.com/i612> (This is professional organization dedicated to development of the interactive advertising industry in the Minneapolis-Saint Paul metro area)

<http://twitter.com/nytimes>

<http://twitter.com/mashable> (Claiming to be the hottest Twitter news, Twitter tips and Twitter help. Plus, the best social media links around!)

<http://twitter.com/gretchenrubin> (Happiness Project: unstress, unhook from the noise and clutter)

<http://twitter.com/spinningdeals>

<http://twitter.com/mrsstephenfry> (British humor)

Go to: www.TWEETDECK.com for a directory – scan and click

ets, strategies, finances, opportunities, research, etc.

Does it waste time? Can it be productive?

How far can this stuff go?

What are the tradeoffs, the casualties of this technology onslaught?

DISTRICT & CLUB NEWS

ATTENDANCE & CLASSIFICATIONS

Clarifications sought from RI on two important member issues

*Charlene Sobczak
Coordinator, Club and District Support
Rotary International, Evanston, IL
Telephone: 847-866-3257
Fax: 847-556-2135*

Almost everything you want to know about these items can be found in the [club constitution](#).

Attendance can be found in two places:

Article 9: Attendance; and Article 12:

Duration of Membership.

Article 12, Section 4 covers specifics.

For instance...

- (a) *Attendance Percentages*. A member must
- (1) Attend or make up at least 50 percent of club regular meetings in each half of the year;
 - (2) Attend at least 30 percent of this club's regular meetings in each half of the year (assistant governors, as defined by the board of directors of RI, shall be excused from this requirement).

If a member fails to attend as required, the member's membership shall be subject to termination unless the board consents to such non-attendance for good cause.

- (b) *Consecutive Absences*. Unless otherwise excused by the board for good and sufficient reason or pursuant to article 9, sections 3 or 4, each member who fails to attend or make up four consecutive regular meetings shall be informed by the board that the member's non-attendance may be considered a request to

FACEBOOK

A massive forum that allows you to check in with family and friends

Build your own "tribe"

Be careful, there is no such thing as "privacy" on Facebook (it may feel sheltered and private, but it is NOT) – recruiters are searching and screening all the time

Try this analogy in defining privacy on Facebook: remember

A good place for groups to function – social groups, that is...

French's advice: create a strong Password and protect your Password

Facebook vs. Blogs: Blogs are specific applications to write essays, more substantial writing, opinion and editorial pieces; can be linked to Twitter

DOWNSIDE OF SOCIAL MEDIA

Is governance possible? Watch out for the advent of regulations.

As employers, there are legitimate concerns regarding the posting of resumes, titles and functions, inadvertent sharing of budg-



terminate membership in this club. Thereafter, the board, by a majority vote, may terminate the member's membership.

Classifications are covered in Article 8:

Section 2 Limitations. This club shall not elect a person to active membership from a classification if the club already has five or more members from that classification, unless the club has more than 50 members, in which case, the club may elect a person to active membership in a classification so long as it will not result in the classification making up more than 10 percent of the club's active membership. Members who are retired shall not be included in the total number of members in a classification. The classification of a transferring or former member of a club, or a Rotary Foundation

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, Minneapolis #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

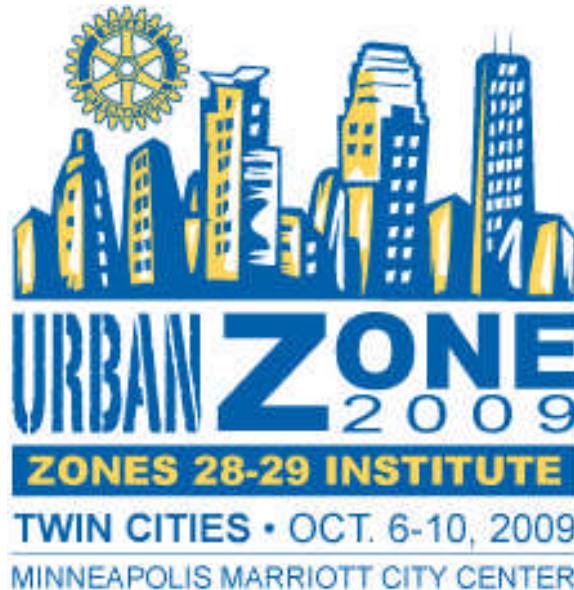
Work with District Executive Secretary in maintaining the account registers of the District. This involves the following key tasks:

- Maintain oversight of Club receivables.
- Provide support in Club billings

World Polio Day also commemorates the birthday of Jonas Salk, inventor of the inactivated polio vaccine.

For more examples of ways to observe **World Polio Day**, go to www.rotary.org and search challenge grant fundraising ideas.

COMING SOON TO DOWNTOWN MINNEAPOLIS!



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



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

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.

- 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 fredblog@aol.com, tel:763-557-1706

DISTRICT TRAINING

Developing a Legacy of Leadership

*District Training Committee Chair – Susan Spiers,
Minneapolis City of Lakes*

SAVE THE DATE NOTICE!

Fall Training Day – Membership Development and Foundation

September 25, 2009 – 8:00 a.m. to 1 p.m. (lunch included)

Golden Valley Country Club

Attention all club leaders, Membership Chairs, Foundation Chairs, PR Chairs, Service Chairs, Board members, all committee members and all others with a stake in their club's success! Plan on participating at this year's FALL TRAINING DAY event!

Gabie Clark – Minneapolis #9, and Irene Kelley - Eden Prairie AM, are co-chairing this event and we all invite you to spend a half-day learning:

- ***How to implement a workable plan to recruit members, locate and potential members, improve member participation, and create a member retention program; and,***

How to develop leaders who will lead your TRF efforts; set objectives for 100% foundation giving; set, meet and exceed foundation goals and objectives; devise ways to increase participation in The Rotary Foundation; and how to create and plan a campaign/event. Special attention will be placed on certain service projects benefiting from TRF.

As always, we promise, great training, fun, and Rotary fellowship! You will be hearing from us often between now and then. We expect to see you there.

POLIO PLUS

Promote Rotary's Challenge on World Polio Day

*District Chair, Polio Plus Campaign – Quinn Tierney,
Minneapolis #9*

World Polio Day, October 24, is an ideal time to raise public awareness of the ravages of polio and garner support for eradication efforts. Communities are more likely to contribute to ***Rotary's US\$200 Million Challenge*** if they know that ending polio will:

- ***Spare children forever from death and disability caused by the disease.***
- ***Save an estimated US\$1 billion per year that could be spent on other public health concerns.***

Rotary clubs can use ***World Polio Day***, a Saturday, to launch or conclude a full week of activities. For example, clubs could arrange screenings of ***The Final Inch*** at one or more community theaters.

This Academy Award-nominated 38-minute documentary follows health workers, including Rotarian volunteers, as they immunize children in India. The DVD is available at www.thefinalinch.org (click on screenings at the bottom of the home page).