

E-Rotatler

Week of December 31, 2008
A Publication of the St. Louis Park Rotary
District 5950, Club 2133



CALENDAR OF EVENTS



5—Wally the Beerman
12—Tammy Lee Stanoch
NWA Airlines
VP Corporate relations
19—Judge Oleisky
26—Jane Leonard
MN Sesquicentennial



2—Melvin Tennant, CEO
Meet Minneapolis
9—Jay Barnes, President
Bethel University
16—TBA
23—Lois Langer
Thompson
Hennepin County Library
Interim Director
30—TBA

JANUARY
Sergeant at Arms
Dick Milnar
Wade Manthie
Jeremiah Tanner

INTRODUCTIONS
5—Tammy Sullivan
12—Walt Hanson
19—Harley Bergren
26—Jim Brimeyer

E-ROTATLER **"Staff"**

Rod Shilkrot
Darlyne Erickson

E-ROTATLER FOR JAN. 5, 2009

THIS COMING MONDAY! **WALLY THE BEERMAN!**



The man known as Wally the Beerman makes an appearance at the Double Tree Monday. A fan favorite, Wally has been selling alcohol to patrons in bleachers at sports games around the state since 1970....primarily associated with the Twins.

BREAKING NEWS:

Final 2008 POINSETTIA SALES results:

\$16,900 gross sales
\$14,000 paid to date
\$2,900 yet to collect
\$5,700 in profit to Foundation (compared to \$10,000+ last year)
Individual sales top performers to be announced at a later date

Profits from our first annual ROTARY GALA IN THE PARK:

\$7,000 to our St. Louis Park Rotary Foundation
\$7,500 to the Gala's primary benefactor – STEP

Details Announced for 2009 ROTARY GALA IN THE PARK:

Date: October 8, 2009
Location: Our own Double Tree Park Place Hotel (Park Ballroom and adjacent rooms and common areas)
2009 Co-Chairs: Liza and Nick Lampi – Thanks and congratulations!



2008/2009 BOARD

Paul Bierhaus
President
612-239-8765

David Landt
President-Elect
952/935-8636

Vice President
Jay Rasmussen
952-345-7127

Amy Hennen, Treasurer
952-465-0308

Tammy Sullivan
Secretary
952/924-0677

Nick Lampi
Immediate Past President
952/935-0782

Mary Phelps
Membership
952/929-1679

Judy Goldetsky
Community Service
763/545-6017

Alan Ackerman
Vocational Service
763/546-2222

Deb Bowers
International Service
952/928-6003

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

FAST FORWARD: NEXT WEEK'S

MEETING – MONDAY, JAN. 12, 2009

Tammy Lee Stanoch

**Vice President-Corporate Affairs
Northwest Airlines, Inc.**

Our speaker on Jan. 12 will be Tammy Lee Stanoch currently serving as the Vice President of Corporate Affairs for Northwest Airlines, Inc, where she oversees all internal and external communications strategies for the Company. Before joining NWA, Stanoch ran for U.S. Congress in Minnesota's 5th Congressional district. Before that, she held several other senior management positions in the airline, travel and tourism industries. From 2003 to 2006, Stanoch was Vice President of Corporate Affairs for a \$2 billion privately held vacation marketing and technology company, La Macchia Enterprises. There, she managed corporate communications, government affairs, interactive marketing, employee relations and external communications for the 16 branded vacation companies of La Macchia Enterprises, including: Funjet Vacations; United Vacations; US Airways Vacations; Midwest Airlines Vacations; ATA Vacations; Spirit Vacations; and MGM Mirage Vacations. Stanoch started her career in TV news with assignments including working as the national breaking news producer for the Fox News Channel in Washington, DC; and national custom news producer for Hubbard-owned Conus Communications /All News Channel in Washington, DC. Stanoch was also a member of the White House press corps and Capitol Hill press corps. Stanoch received her MBA from the University of St. Thomas and B.A. degrees in Political Science and Communication Studies from Concordia College in Moorhead, MN.

FUTURE SPEAKERS OF NOTE:

Jan. 19 – Alan Oleisky, Retired Hennepin County Judge.

Jan. 26 – A speaker summarizing the activities and events of the Minnesota Sesquicentennial Celebration of 2008.

FROM THE PODIUM

HANUKAH ACCORDING TO PRESIDENT PAUL: Our illustrious leader provided a historical explanation behind the meaning of Hanukah, a Jewish holiday that:

Commemorates the rededication of the Holy Temple in Jerusalem after the Jews' 165 BC victory over the Hellenist Syrians.

It is called the "Festival of Lights" because of one Judah Maccabee and his soldiers, who cleaned the temple after it was trashed during the battle. After they were finished, they decided to have a



dedication ceremony, at which time they would light a golden menorah. However, they found enough oil to light the menorah for just one full day. Miraculously, it lasted for eight days.

Today, Jewish communities all over the world celebrate Hanukah for the eight days, lighting menorah candles every night.

It is essentially a historically symbolic holiday that has seen its place in religious history overstated because of its timing with the religiously more significant Christian holiday of Christmas.

END OF THE YEAR TAX SAVINGS by making your donation to the Rotary Foundation or club Foundation? See Nick Lampi. Depending upon when you read this notice...there still might be time.

POST SALVATION ARMY BELL-RINGING APPRECIATION TO:

Darlyne Erickson
 Bill Kenney (and son Charlie)
 Roger Strand
 Jay Rasmussen
 Bill Davies
 Jerimiah Tanner
 Arnie Bloomquist
 Mary Phelps
 Bob Gustafson
 Karen Atkinson
 Tim Polich
 Steve Solbrack
 Paul Hovde
 Paul Bierhaus
 Bruce Hasselbring
 Jim Brimeyer
 Tom Harmening
 Dean Beeninga
 And members of St. Louis Park Sunrise Rotary

STUDENT GUESTS TO RESUME after the first of the year. If you are interested in transporting our student guests from and to SLPHS, contact Karen Atkinson. She sent the list around at the meeting, and most slots were already filled. Be sure to pick up our guests at the District Office door at SLPHS by 11:30 a.m.; prepare an introduction of each; list the organization they represent; urge them (especially seniors) to tell us of their post-high school plans; and be sure to return them to school after the meeting.

NICE TO HEAR SOME GOOD NEWS about the daughter of Lynette and Terry Fagerberg, a recent graduate from St. Cloud State University in the field of Social Work.

NICE TO HEAR MORE GOOD NEWS from Jim Brimeyer on his recent health tests.

NICE TO HEAR THAT Allan Ackerman was not overly invested with Bernard Madoff and his "Ponzi" scheme – or was it Fonzi?

NICE TO SEE BACK IN THE FOLD our perennial guest Rotarian from #9, Ed Schlamp of Eden Prairie (of chicken farming and water conversation district advocacy fame).

MULTI PAUL HARRIS FELLOWSHIP pins to Darlyne Erickson and to John Billman.

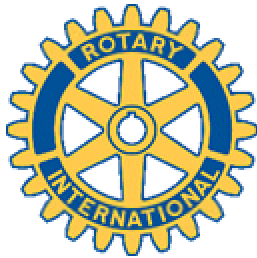
WHY ARE SO MANY GREAT MEMBERS RESIGNING? Wade Manthe brought up a great idea of the Board conducting exit interviews to determine those reasons.

GSE TEAM FROM INDIA will be in our district in March, and our club has agreed to be one of the host clubs – for a 3-4-day period. President Paul is searching for a volunteer to coordinate the visit, including finding host homes, business visits, entertainment schedule, receptions, etc. Avi, our Youth Exchange student, also from India, will be greatly involved in the hosting as well.

MID-TERM ASSEMBLY will be held at the Radisson Hotel in downtown St. Cloud on Saturday, January 10th, 9 a.m. to around 2 p.m. This assembly is for members of the current and 2009-10 Boards of each club. Governor Chris Holm, in addition to an array of wonderful speakers, will focus on current district goals and the "stretch drive" to June and the end of his Rotary year at the helm.

CONTACT AAA RE: REVISED ROTARY TOUR. Interested in traveling for 8-10 days with a friendly Rotary group to England (Ireland is out – too expensive) next June (including the Rotary International Convention in Birmingham, and London? AAA Minneapolis is sponsoring a two-district tour. Contact Betty Fiandaca at 952-927-2557 or e-mail Betty at bfiandaca@aaaminneapolis.com; or RotaryRod@aaaminneapolis.com.

LAUGH BREAK: This one was really hard for the writer to follow (surprise?). It had something to do with a Seattle executive wanting to kiss up to his bosses by forcing his over-worked wife into having a dinner party. Apparently, she made a lovely salmon loaf (yuk! – why not just simply serve it



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!**

grilled or poached?), only to discover that their pet cat at the middle of the loaf before the guests arrived. Somehow, after the guests had enjoyed the dinner and left, the couple found their cat dead on the front stoop. Certain that it was the salmon loaf that caused the untimely death of the feline (you think?), they called all the guests at home to warn them of impending food poisoning, or worse. After a gala group stomach pumping session in the local ER, the “drained” host couple went home, only to be greeted by the neighbor, apologizing for backing over the cat in his driveway and leaving it on the stoop without a note. Funny? Not.

ON THIS DAY IN HISTORY, DEC. 22:

- 1775 A Continental naval fleet was organized in the rebellious American colonies.
- 1912 Lady Bird Johnson, the wife of President Lyndon B. Johnson, was born Claudio Alta Taylor in Karnack, Texas.
- 1984 New York City resident Bernhard Goetz shot four black youths on a Manhattan subway, claiming they were about to rob him.
- 1989 Romanian President Nicolae Ceausescu, the last of Eastern Europe's hard-line Communist rulers, was toppled from power in a popular uprising.
- 1990 Lech Walesa took the oath of office as Poland's first popularly elected president.
- 2000 Pop singer Madonna married film director Guy Ritchie in Scotland. (The couple announced in October 2008 that they were divorcing.)
- 2001 Richard C. Reid, a passenger on an American Airlines flight from Paris to Miami, tried to ignite explosives in his shoes, but was subdued by flight attendants and fellow passengers.
- 2005 Astronomers announced the discovery of two more rings encircling the planet Uranus.

REWIND: LAST WEEK'S MEETING – DEC. 22,

2008

CLUB ASSEMBLY – RECAP!

REPORT FROM THE SLP ROTARY FOUNDATION
DAVID HOWARD, CHAIR, BOARD OF TRUSTEES

Other members of the Board: Bill Davies, Karen Atkinson, Nick Lampi (immediate past president), Lynette Fagerberg, Jim Miller, Bruce Hasselbring and Jim Rhodes.

PDG Ken Skold and Arnie Bloomquist noted that the Foundation started in



the mid-70s out of a need to evaluate the many requests being received by the club at that time, and to fairly allocate those funds.

Funding to the Foundation is generated from dollars raised from the Poinsettia Sale, the Gala, the annual member pledge drive, Beacon "Happy Bucks," and special donations.

The money raised sits in the Foundation account for two years before being spent in the third year.

Major projects of the Foundation include support for SHOC, our mentoring program; STEP; and Children First. Grant requests for special funding efforts are also reviewed for approval several times per year.

The 2008-09 Budget is \$26,552, plus about \$5,000 generated from interest dividends from the Packard Family Fund.

The budget has averaged about \$31,000 for each year over the last 10 years.

Because of fewer dollars generated by the 2008 Poinsettia Sale, some programs may have to be cut – though the first Gala generated more than anticipated.

All funding must be allocated to local causes. In addition to SHOC, Children First and STEP, some of the local beneficiaries have included local arts projects, sports programs like Little League, the Parktacular, the Meadowbrook Collaborative, Perspectives, the Northside Park, Day 1 at SLP Schools, the Senior All Night Party, the Lenox Community Center and the local community band.

The Packard Family Fund was originally \$80,000, donated by the estate of the late Wayne Packard, the last living charter member of our club, founded in 1947. This fund, through interest payments, is dedicated to local youth programs.

The Children First commitment is \$5,000 per year for three years – now in year two.

Did you know that the immediate past president is automatically in charge of the overall Annual Giving drive for both the club and RI Foundations? Good luck Nick!

REPORT ON CLUB VISIONING STRATEGIC PLANNING PROCESS

VISIONING TEAM CO-CHAIR, JAY RASMUSSEN

David Landt, President Elect, is the other co-chair of the new team.

The development of a Visioning Team is the result of the 5950 Visioning exercise conducted

at AAA on Nov. 17, 2008.

Members of the team include the current President, President Elect, the Vice President (Rasmussen), Monica Murphy, Tim Polich, Dave Howard and Mary Phelps (if there are others missed on this list, please advise the Editor).

The team will engage in developing a 5-year plan for the club.

Issues to be addressed in the plan:

What does our club stand for in the community?

A realistic membership growth goal (including recruitment and retention goals, plus an improved orientation program and possibly a new member mentor program)

Our commitment to community service programs

Our commitment to RI programs (international service projects)

MEMBER SURVEY TO BE EXPLORED

It was recommended that the Club conduct a member satisfaction survey regarding Assembly and other club issues. Use of the 5950 Zoomerang online survey software will be explored for this purpose.

E-ROTATLER NEWS & NOTES

MORE HAITI OUTREACH TRIPS LEAVING FROM DISTRICT

SECOND POSTING:

If you are interested in a (another) volunteer trip to Haiti, the tentative upcoming dates are:

January 22-30, 2009

February 26 - March 6, 2009

March 27 - April 2, 2009

Projects may be to build two houses and/or school painting, building blackboards and desks. A definite trip is scheduled for Jan. 22 - 30, 2009. We have 10 people so far and can accommodate a few more; 15 maximum. It is on a first come, first serve basis. That means we need your application and \$500 down payment to hold your place and only then would we be able to get your tickets. The trip will be to help build a Haitian house for a needy family, as described on the web site. The cost depends on airplane costs once we have your down payment. Right now it is an all inclusive cost of around \$1650.



Thanks for your interest in helping those in need in Haiti. The contact persons for organizing the trips are: Dale Snyder - Daleesnyder@aol.com; Ron Axel - ronald9494@aol.com.

UPCOMING SPECIAL EVENTS

JAN. 10 – MID-TERM ASSEMBLY, ST. CLOUD:

We will have another one of these impactful days on January 10th, 9 a.m. to 1 p.m., when we stage our Mid-Term Assembly, Radisson Hotel, downtown St. Cloud. Trainer Lynn Swon, AG Jim Dwyer of St. Cloud and DGN Larry Zilliox of Alexandria are planning this event. Watch for registration details.

FEB. 7, 2009 – DTTS: AGs/District Leadership Team Meeting at AAA Minneapolis; St. Louis Park.

FEB. 27 & 28, 2009 – PETS: President's Elect Training Seminar, Oak Ridge Conference Center; Chaska, (Includes AGs/District Leadership, Presidents Elect, and Presidents Elect-Nominee)

APRIL 24-25, 2009 – DISTRICT 5950 CONFERENCE: Downtown Minneapolis, Westin Hotel (old F&M Bank, rooms at \$139), Minneapolis Club, and lunch at the IDS Center "Windows on the World," 50th Floor (Saturday is "Youth Exchange Day"). Our own Steve Solbrack is the Conference Chair.

MAY 16, 2009 – DISTRICT ASSEMBLY: Normandale Community College; Bloomington (Includes AGs/District Leadership, Club Presidents, Club Leaders, and all District 5950 Rotarians)

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)

JAN. 23, 2010 – MID-TERM ASSEMBLY: St. Cloud (Includes AGs/District Leadership, Club Presidents, Club Leaders, and all District 5950

Rotarians)

MAY 13-15, 2010 – DISTRICT CONFERENCE: Westin Hotel; Edina (Includes AGs/District Leadership, Club Presidents, Club Leaders, and all District 5950 Rotarians)

NEVER TOO EARLY TO PLAN FOR RIC/2009:

The 2009 RI Convention is set for Birmingham, England. DGN Sandy Schley of Edina and PDG Rod Shilkrot of our club are working with AAA to set up a **British Isles Tour** to the 2009 Convention in Birmingham. Contact Betty Fiandaca at AAA Minneapolis at 952-927-2557 for more information on this tour.

URBANZONE HERE, OCT. 6-11 --- 2009 Zones 28-29 Training and Institute will be held in Minneapolis NEXT October (6-11) at the Marriott Minneapolis City Center. It will be called URBANZONE and should be a great opportunity for many local Rotarians to get a glimpse of what goes on in Rotary at the zone and international level. Interested in volunteering... contact Rod Shilkrot or Ron Axel at ronald9494@aol.com.

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.



Contact Chair, Ron Axel, PDG, at
Ronald9494@aol.com

If you are interested in volunteering to help host over 400 Rotarians from around the northern U.S. and Canada.



SAVE THE DATE REMINDERS FROM DGE SANDY SCHLEY

February 7, 2009 – AGs/District Leadership Team Meeting at AAA

February 27 & 28, 2009 – PETS at Oak Ridge Conference Center (Include AGs/District Leadership, Presidents Elect, and Presidents Elect-Elect) – Plan for 120.

May 16, 2009 – District Assembly (Include AGs/District Leadership, Club Presidents, and Club Leaders) – Plan for 250 – 300 people.

September 25, 2009 – Membership, Public Relations & Marketing, Service Projects, and The Rotary Foundation Training at GV Country Club

Oct 6-10, 2009 – Zone Institute – Minneapolis Marriot Downtown

January 23, 2010 – Mid-Term Assembly – St. Cloud

May 13-15, 2010 – District Conference at Edina Westin Galleria

FROM THE 5950 BLOG: INNOVATE ROTARY

Tired of nonprofit presentations? What to do.

When asked what they would change most about Rotary meetings, most members reply, "Fewer presentations from nonprofits!" What to do? Accept the fact that some nonprofit presentations are valuable - especially if the presentation comes from an organization you support. So if you do indeed ask your beneficiaries to speak at your club, give them some guidance on what to do to make sure their presentation is well-received. At the same time, many nonprofits simply want to tap into what they see as a vast reservoir of Rotary

energy and funding. They may not be aware that your budgets are set, that you just asked your members to step up and become Paul Harris Society members and that dues statements just went out this week. So what guidance can you give to nonprofits?

- **Gratitude:** If your club has supported the organization in the past, make sure that your speaker expresses gratitude for you club's support. What was possible because your club donated \$500?
- **Know:** What should your members know about the organization, its activities or its mission? Tell them to spend very little time on background information and get to the meat of what makes their mission special.
- **Feel:** What is the impact of their organization? Emphasize stories. Ask them to explore the issues they address from a new angle so that members understand the importance of what this program or organization is about.
- **Do:** Emphasize that asking for more money during their speech is not appropriate and will in fact backfire. Rotarians are a bit weary of being asked to give all the time. Also, a well-run Rotary club should make its grants based on its mission and vision - as well as its budget. Requests should come through an approved process. Let your speakers know that upfront. So if the purpose of the presentation is to ask for money, suggest they retool their message. So what can you do if a nonprofit organization that you have not supported asks to speak to your club?
 - Give them a copy of your speaker guide. You should clearly state what you are looking for from speakers, how much time they get on the program, etc. If you don't have one, make one!
 - Tell them that your weekly program must offer value to the members. Ask them what value they will offer your members as a result of their appearance before the club.
 - Advise them that funding requests should not come from the podium, but rather, through a specific process for making grant requests. If you don't have one, get your board together and create one!
 - Find out if there are "done in a day" service opportunities for your club members. While your budget may be committed, you may be able to create a service and social event for your members that does not require a financial or ongoing commitment. Again, don't make the ask from the podium, but instead engage the club or community service chair to explore possibilities. Their presentation can then increase



member participation in a scheduled event.

- Ask them to submit an outline of their presentation before you commit to a program date. This way, you can decide whether the presentation has real value, or if it is simply another request for support.

While you are at it, consider turning the table. When was the last time someone complained that they are tired of Rotary speakers at their meeting or event? We have great stories to tell. Let's get out there and share them! Find opportunities to talk about what a difference community and international service can have for your community and beyond.

SLP ROTARY'S HISTORICAL TIMELINE

Editor's Note: *As a special feature in this E-Rotatler for the next several weeks, we will publish components of the historical timeline of the Rotary Club of St. Louis Park. Let us know if you take issue with any of these dates; or if you have noteworthy additions. It is our goal to compile the most accurate and detailed history of our great club.*

THE 1940s

April 1, 1947 – Rotary Club of St. Louis Park chartered, sponsored by the Rotary Club of Minneapolis No. 9; the idea of Rudy Ruedlinger and Carroll Hurd. There were 22 charter members, including the late Wayne Packard, the last charter member. The club was originally a member of District 117. Club assigned with number 2133.

CHARTER MEMBERS

Rotary Club of St. Louis Park

H.P. Albrecht

H.E. Ashworth

Leonard Bjorklund

Eugene Burke

Ted Culbertson

Paul Dennison

Alden Elstrom

Harry D. Harper, Jr.

Carroll L. Hurd

Sigurd Johnson

John H. Leslie

Wayne Packard

Fred Rogers

Rudolf N. Ruedlinger

George N. Seirup

C.J. Sommers

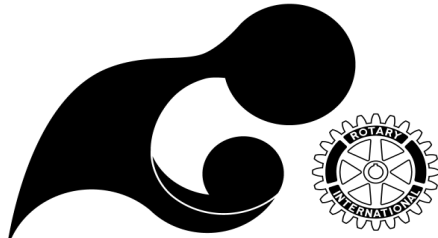
Walter Terry

Henry W. Varner

1947 – Rudy Ruedlinger (not to be confused with Rudy Ruettiger, famed Notre Dame walk-on football hero) – elected first President, Rotary Club of St. Louis Park.

1947 – First meetings during early years held at Culbertson's – now Bunny's – where steak luncheons were priced at 75 cents each.

1948 – Carroll L. Hurd elected the second President, Rotary Club of St. Louis Park. Served as active "Club Manager" for over 30 years



Make Dreams Real

DREAMS MADE

REAL IN 5950

2009 DISTRICT 5950
CONFERENCE

District Governor Chris Holm

Conference Chair: Steve Solbrack, St. Louis Park Rotary

April 24-25, 2009

Downtown Minneapolis

Join us in downtown Minneapolis on April 24th and 25th for the 2009 Rotary 5950 District Conference. RI President DK Lee challenged us to “Make Dreams Real” and next April, we will celebrate the accomplishments and **“Dreams Made Real”** by the 3,000+ Rotarians of District 5950. Our celebration will take place at the historic 100-year old Minneapolis Club and at Windows on Minnesota on the 50th floor of the IDS Center with its awe-inspiring panoramic view. Join us for the fellowship, celebration of youth, leadership development, fun, education, breakout sessions and fabulous speakers. We have booked a block of rooms at the Westin Hotel (former historic F&M Bank Building) for \$139 per night and we have reduced parking rates within two blocks of our venues. We have a great committee this year and we will be getting registration materials and more information to you soon. We are looking forward to another great District Conference, so be sure to get it on your calendar now.