

EDINA

MINNESOTA DISTRICT 5950 USA FOUNDED 1957



THE BARKER

ROTARY CLUB OF EDINA

Jan. 23, 2014, Meeting Assignments

Greeters	Brad Pearson & Gary Pedersen
Front Desk	David McElroy
Invocation	Jerry Potter
Guest Introduction	Frank Cardarelle
Barker	Harold Harris
Program Host	Rick Burrock
Thank the Speaker	John MacLennan

Program: Dirk DeYoung, "Minneapolis/St. Paul Business Journal's Industry Outlook"

Menu: Chicken parmesan or blackened steak salad

Upcoming Events and Schedule

Feb. 1	Bowling night at Tuttle's Eat Play Bowl in Hopkins, 6:45 to 10 p.m.
March 20	Evening at the theater at Old Log Theater, "Almost Maine," 6:30 p.m. cocktails, curtain is at 7:30
April 10	Joint meeting with EMRC
April 24	Vocational Ethics Day
May 2	District 5950 Annual Conference , Radisson Blu Hotel
May 3	District 5950 District Assembly

Like Rotary on Facebook!

If you haven't already, go to the **Rotary Club of Edina Facebook page** (www.facebook.com/EdinaRotary) and give it a "Like"! Our Facebook page is a great way to keep up on Club news, as well as share Rotary items with your Facebook friends. We want as many people as possible to see what good work our Club is up to.

And while you are on Facebook, visit **Rotary District 5950's Facebook page** (www.facebook.com/Rotary5950) and "Like" them to receive regular posts from the District as well.

In Review

Jan. 16, 2013

By **Wayne Harmon**

It certainly was a Bad Hair Day at Edina Rotary, with wind gusts up to 30 mph—except for **Bob Hildreth**, whose hair was perfect as usual. Bob won the hair award.

President **Steve Slyce** welcomed the group and announced that next week is Rotary Awareness Week. To eliminate polio in the last four countries where it exists, the Bill and Melinda Gates Foundation will match all donations.

Ann Platt gave the invocation with a reading by Mother Teresa.

Club members were greeted by **Tim Palm**, **Bob Perkins**, and **John Buttolph**, all wearing red armbands for some reason.

Matt Mattis helped **Audri Schwarz** at the Front Desk.

Wooj Byun introduced our guests—four guests and two visiting Rotarians—and asked where they recently visited, here and abroad.

President Steve reported that member **Don Brauer** is presently in a nursing home.

A first for Edina Rotary—a new member was introduced and gave his classification talk at the same time. **John Buttolph**, sponsored by **Scott MacDonald**, says he's a "California boy" while his wife, Jeannie, grew up in northern Minnesota. He did not come to Minnesota for lefse or lutefisk. John grew up in New York, attended school in St. Louis and college at Western Massachusetts. He has been a lawyer in California for 30 years.

Wooj Byun, who was in Korea recently celebrating his father's 80th birthday, came back with a Korean Medal of Freedom for Rotarian **Ron Erhardt**. Wooj read the proclamation—a great honor for Ron.

President Steve introduced our speaker, Lisa Hannum, owner of Beehive Public Relations, who spoke about how

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Jennifer Garske, Club Administrator

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public relations and digital marketing can grow your business. Lisa has worked with many companies, local and national, including Peters Billiards. Lisa suggested we start the New Year with emphasizing sales and marketing within our companies. Beehive's mission is to create insights and ideas on new marketing ideas for its clients. It is a 16-year-old independent boutique marketing firm, specializing in small to mid-size businesses. Lisa shared that a business has three choices:

- Progress
- Regress
- Gress—stable but no growth

She said to focus on progress. Focus on sales and marketing—where is our next customer coming from? Lisa also shared five ways to achieve the progress you are looking for:

- Digital footprint
- Website
- Mobile
- Love you customers
- Influence your influences.

She said potential clients judge you by your website. You must be mobile by the growing use of smart phones and other mobile devices. Love your customer by engaging them on your website and blogs. Merchandise your positive results by e-mail, phone and in person. Use a satisfaction survey on new products and services.

Lisa shared ways to influence your influences:

- Know your audience
- Use professional marketing
- Identify the leadership of your customer and engage there socially.

Her parting advice was to be realistic, be consistent, and be patient!

Ken Andersen thanked our speaker and **President Steve** adjourned the meeting.

We're on TV!

The program portion of the Rotary Club of Edina's weekly meetings are being televised and air on Edina Community Channel 16 (EDINA 16) daily at 1 a.m., 9 a.m. and 5 p.m. The programs are also available on YouTube.



New board members announced

The Rotary Club of Edina recently announced the new board members for the 2014-2015 Rotary year. The Club voted on the new board members at the Dec. 12, 2013, meeting. The new directors will serve from July 2014 to June 2016. The incoming officer will serve through his year as Past President. New board members pictured above are (left to right) **Josh Sprague**, Director of Membership (Recruitment); **Barbara Born**, Director of Club Service; **Heather Hansen**, Director of Youth Service (second term); **San Asato**, incoming officer; and **Mary Swendsen**, Director of Community Service Projects. Not pictured is **Gary Pedersen**, Director of International Service. For more info about the new board members, go to our Club website, www.edinarotary.org, or our Facebook page.

Volunteer for Rotary Rocks the Y

Each winter/spring, Rotary Club of Edina sponsors a program at the Southdale YMCA in Edina called Rotary Rocks the Y. This program benefits students from Cornelia school in Edina academically, physically, and socially. Each Tuesday and Wednesday from 4 to 5 p.m., one Rotary member is needed to volunteer to go to the Y and assist the YMCA staff with the program.

Rotary Rocks the Y runs from Jan. 22 to March 26. If you would like to volunteer your time, please contact Rotarian Nate Wenner. Right now, he is mainly looking for members who can volunteer one time on a Wednesday, since the Tuesday spots have been filled. **Currently, the Wednesday dates most in need of a volunteer are March 5 or 12.**

To sign up to volunteer for one of these dates, or with questions about the program, you can reach Nate Wenner at 952-548-3404 or NWenner@wipflihewins.com. Thanks!

ROTARY YEAR 2013–2014 – OFFICERS AND BOARD OF DIRECTORS

President Steve Slyce
Secretary Ann Platt
Public Relations Doug Johnson

President-Elect Jeff Ohe
Membership (Social) Michael Stanzak
Community Service Projects Tom Bach
Community Service (Grants) Michael Kallas

Past President Scott MacDonald
Membership Mary Hustad
International Service John Flynn

Treasurer Jennifer Bennerotte
Club Service Marty Kupper
Youth Service Heather Hansen

Board meeting notes

Jan. 16, 2014

By Doug Johnson, Public Relations Director

A. Committee Reports:

- **Public Relations Committee** will have a how to presentation related to social meeting at the Club meeting on Jan. 23.
- **Membership Committee** reported that there are 152 members with seven new ones in the pipeline. Edina Police Chief Jeff Long resigned (taking a new job in Lakeville). Feb. 13 will be a meeting where current members can bring guests (that have shown interest or might be interested in joining Rotary) at no cost. Mary Hustad needs a count and will send out a note to all members.
- The **Community Service Committee** has set May 3 as the next Feed My Starving Children date. Jeremiah House date will be set soon. The results of the holiday collection included: 100 toys, 10 gift cards and \$400 in cash. The Salvation Army bell ringing brought in \$4,764. Work is being done to initiate a City of Edina park clean-up project as a community project.
- The local **Events Committee** reported that the bowling night will take place Feb. 1 at Tuttle's bowling alley in Hopkins. An email was sent to all members.
- **Local Grants Committee** has reviewed 26 grant requests. About \$26,000 will be allocated. In addition, the Club already committed to \$26,000 for a Rotary clock at Centennial Lakes in Edina. A list of recommendations will likely be brought to the board for discussion in February.
- **Youth Committee** shared that sign up for Rotary Rocks the Y was recently sent out. Our two foreign exchange students will be making their country presentations on March 20 and March 27.
- **Camp Enterprise** was a great success. Thanks to all who participated. There was a Camp E wrap-up on Monday, Jan. 20.
- **Club Administration Committee** was happy with the turn out at the holiday party of 140. Next year's event will be Wednesday, Dec. 17, from 6 to 8:30 p.m. Some minor changes will be made to improve the event.

- **International Service Committee** has \$21,000 to grant. They are currently reviewing projects, several of which involve partnerships with other area clubs.
- **The Rotary Foundation Committee** reported that our club had an average gift per club member of \$432 for last Rotary year, which was third in the District based upon per capita giving (see photo below). TRF for our club will be in May with a special speaker at one of the meetings.

B. Officer's reports:

- The 2014-2015 Rotary theme will be "Light Up Rotary."
- Member John Flynn is being nominated for the Edina Connecting With Kids Leadership award for his role this year as Director of Camp Enterprise.



Rotary Club of Edina honored by District 5950 for TRF giving

Members of the Rotary Club of Edina were honored at the Rotary District 5950 Mid-Term Assembly on Jan. 11 for generous giving to The Rotary Foundation. The Club was third in the District in per capita giving to TRF in the 2012-2013 Rotary year. Last Rotary year, Edina Rotarians averaged a giving of \$417.31 per member to TRF.

In the photo above, Club members accept a Rotary banner from Past District Governor Bob Stowell for the giving distinction. Pictured are (left to right): Sandy Schley, Barbara Born, Ann Platt, Tim Murphy, Bob Stowell, John Flynn, Jennifer Bennerotte, Josh Sprague, and Mary Swendsen.

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