



The Sower

Official Publication of
Lincoln South Rotary

Club #21799 - Chartered April 30, 1984



WEEK OF DECEMBER 6 2013

Lincoln South Officers and Directors

President Bob Vrana bvrana@windstream.net	328-9024
President-elect Jenny Cardwell jcardwell@girlscoutsnebraska.org	420-2195
Executive Director/Secretary Nicolette Klein nklein2@neb.rr.com	429-2789
Past President Patrick Grewe Patrick.grewe@usbank.com	434-1322
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Public Relations— Cathy Behrns gm@kzum.org	474-5085
Club Administration— Brad Carter bcarter@woodsbro.com	430-6223
Service Projects- Jenny Cardwell jcardwell@girlscoutsnebraska.org	420-2195
The Rotary Foundation- Joe Roberts jroberts@midfin.com	434-8050

CLUB SERVICE TEAM ON DUTY

Nicki Klein
Sue O'Connell
Bernie Poppe
Tom Cardwell
Cathy Behrns



Visiting Rotarians and Guests

Rotarians—None

Guests—None

HAPPY DOLLARS (For Polio Plus)

Bernie Poppe, Dick Miller, Don Anderson, Bob Vrana, Jessica Kolterman, Gene Swinton, Jenny Cardwell and Tom Cardwell.



PLACES TO MAKE UP

Tuesday morning—Sunrise Rotary at International House of Pancakes at 4501 North 27th (27th and Superior Ave.) at 7:00 AM

Tuesday Noon— Lincoln #14-Nebraska Club at 13th & M.

Wednesday 11:45 a.m.—Lincoln East at Valentinos at 70th & Van Dorn

Lincoln South Rotary Clubrunner Links:

Meeting & speaker information:

<http://www.clubrunner.ca/CPrg/Home/speakers.asp?cid=6040>

Calendar of Events:

<http://www.clubrunner.ca/CPrg/Home/events.asp?cid=6040>

Future LSR Programs

- 12/6/13 Jay Wilkinson, CEO at Firespring
- 12/13/13 Wes Peterson, UNL Professor Ag Economics
- 12/20/13 Bill Schmeackle, Vice President Assurity Life
- 12/27/13 NO MEETING—Merry Christmas!

Events & Projects

- 12/6/13 Annual Holiday Party at the home of Bob & DeEtta Vrana

Notes & Announcements

Nut Sales — Lincoln South Rotary Club is holding the annual Nut Sales fundraiser. Products are not being purchased in advance. Instead members are asked to take / place orders and get them to Nicki Klein (or Brad Carter). Orders turned in by Tuesday will be ready by the next Friday

Service Projects Chair— Jenny Cardwell, Service Projects Chair, thanked all of the Rotary Club Members that helped with the Salvation Army Bell Ringing. She gave a special thank you to Dave Hilsabeck who coordinated the effort.

Jenny is also looking for a Lincoln South Rotary Club member that would be able to coordinate this year's food drive. The drive should finish the weekend of the Super Bowl. She pointed out that working with the Food Bank is very easy and the drive is not difficult to manage. Anyone interested in helping out should contact Jenny.

Foundation Drive Kickoff—Joe Roberts formally kicked off the Lincoln South Rotary International Foundation Drive. All members are asked to contribute \$120 to The Rotary Foundation. He pointed out TRF Direct materials on the table – this is an easy way to contribute by setting up automatic payments from your bank account or credit card. Setting up a \$10 per month payment would total \$120 for the year. Our Club goal is to have 100% participation in The Rotary Foundation by our members. The drive will run December and January. On January 24 there will be a drawing among those qualified (minimum \$300 contributions to date with at least \$120 this year) for an immediate Paul Harris Fellow (valued at \$1,000).

Board Elections—Nicki Klein announced that we need to elect three new Lincoln South Rotary Club Board Members. They will serve 2-year terms starting July 1, 2014. Ballots and be filled out at a meeting or submitted by email

**ABC'S OF ROTARY— LESSONS IN ROTARY
GEOGRAPHY (PART I)**

- Were you aware that the Rotary Club of Reno, Nevada, is farther west than the Rotary Club of Los Angeles, California?
- Would you guess that the meetings of the Rotary Club of Portland, Maine, are farther south than those of the clubs in London, England?
- Can you imagine that the Pensacola, Florida, Rotary Club is west of the Detroit, Michigan, club?
- It's a fact that the Cairo, Illinois, Rotary Club is south of Richmond, Virginia.
- There are 69 Rotary clubs with the word "Tokyo" in their club names

December Birthdays

- Clay Ehlers
- Brad Carter
- Chris Dietz
- Tracey McLain
- John Herdman
- Dean Heermann



**THE ROTARY FOUR-WAY TEST
OF THE THINGS WE THINK SAY OR DO:**

- Is it the TRUTH ?
- Is it FAIR to all concerned ?
- Will it build GOODWILL and BETTER FRIENDSHIPS ?
- Will it be BENEFICIAL to all concerned ?

PROGRAM

2013-2014 Club Goals

1. *Attain & Maintain 50 total members.*
2. *Continue to Build on our successful fundraising events.*
3. *End Polio Now.*
4. *Earn the Presidential Citation.*
5. *Successfully utilize the Future Vision Grant Program to enhance our service projects.*
6. *Continue our exceptional Rotary Foundation giving.*



Cheryl Brandenburgh introduced our speaker – Jay Wilkinson of Firespring.

Firespring is a company that provides software solutions, primarily to non-profit organizations. They will pay \$500 to \$1,000 for their turnkey product. The product will help the non-profit organization build websites, manage donors and manage fundraising events. They also have Cornerstone Printing.

Firespring was featured in INC. magazine as one of the top 50 companies to work at in the United States. Jay talked about the company culture at Firespring – he said “it is about loving your job”. But, how do you make that happen? Company culture needs to be built by design rather than by default. Employees need to have alignment within a company, regardless of their position.

He quoted Maya Angelou – *“People will forget what you said. People will forget what you did. But people will never forget how you made them feel.”*

Jay presented 3 steps for designing a sustainable culture:

STEP 1 – Define your core values. Most companies have the mission posted on the wall, but that is not the same as core values. Make the values unique. Typical values are innovative, we are team players, strive for excellence, integrity, passionate – these are more like virtues than values. Values are discovered from the inside out.

Characteristics of Core Values

Is it distinguished (is it different from what other companies say)

Are you obsessed with it

Will it outlive you?

Can you actually live it every day?

Would you sacrifice profit to protect it?

Use a process that involved everyone. Firespring had everyone write down the name of three people within the company that embody their company. Then they asked “we are going to Marks to train new staff and we have to select our

representatives - who will that be?” They would go around the room and not necessarily name names, but give a word or phrase to describe that person. From that list they created the company values. Everyone embraces it as it comes from inside the company.

Firespring came up with these three core values. They wanted to keep it short so that everyone could easily remember them . . . and recite them.

We Bring It Every Day

We make lemonade (not just about making good from bad, but also about looking at life with a positive attitude)

We give a shit (a version of hugging without the discomfort)

STEP 2 – Hire for the values.

Hire first for the culture fit, then for the skill fit. You cannot change people after they are hired so hire smart. They have a referral program that pays \$3,000 to anyone in the community (not just employees) that brings them a good hire. They also hire interns. He pointed out that there were a couple of really good hires that they would not likely have it was not for their intern program.

STEP 3 – Live your Values

This is about repetition – you have to repeat something 7 times in business for someone to believe in it.

They have daily meetings where employees share good things about each other. They do a quick update on numbers and the goals and objectives are reviewed.

Once a month they elect an employee to the Values Hall of Fame. They have a Culture Club that selects the employees from nominations.

The Culture Club also works on other things such as Health Insurance changes. They are constantly thinking about how to engage everyone in the company.

Company culture is NOT about parties, pool tables in the break rooms, etc. It is about the clients and the community and the employees aligning with one another – those who Bring It, Make Lemonade and Give a Shit.

**QUESTIONS?
COMMENTS?
ARTICLES?**

**Contact Newsletter
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