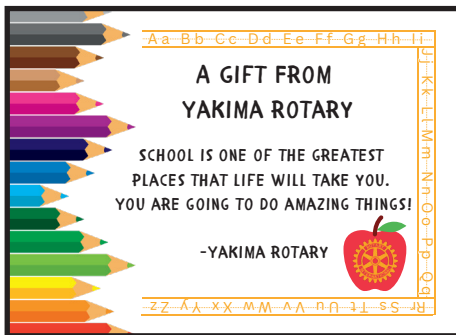




THURSDAY, AUGUST 15, 2024 YAKIMA VALLEY COLLEGE CONFERENCE CENTER

*The Magic
Of Rotary*

COMMUNITY SERVICE BACKPACK PROJECT HOOVER ELEMENTARY SCHOOL



This week is going to be all about fellowship and fun as we bring a Community Service Project to Rotary. With 614 backpacks for every student at Hoover Elementary, we will be stuffing them with all the school supplies they need for the year – pencils, markers, crayons, binders, dry erase markers, glue sticks, pocket folders, rulers and so much more including a special note from Yakima Rotary. Every teacher will be getting a kit of supplies as well.

Before we start putting things together, we will have a box lunch and a short presentation from members of the Yakima School District that include Maria Lucero, Julio Sanchez, and Blanca Zepeda. Maria is the Executive Director of Learning and Leadership in the Teaching and Learning Department. She graduated from Wapato High School and started her professional career there. Prior to her current role, she served as an Assistant Principal and Principal at Martin Luther King Jr. Elementary. Julio is the Principal at Hoover Elementary. He received his master's degree from Heritage University. Blanca is the Family Liaison. In her role, she serves as a bridge between families, schools and community resources.

FUTURE PROGRAMS

- August 22nd – Derek Sandison, Washington State Dept. of Agriculture
- August 29th – Lila Mowatt & Ralph Thompson, Classification Talks
- September 5th – Rotary District Governor Tom Tochterman
- September 12th – Rotary Picnic

COMMITTEE MEETING NOTICES

This is notice that there will be a meeting of the Mentorship/Retention Committee immediately following Rotary this Thursday, August 15th. The Music Committee will also be meeting before Rotary at 11:45am.

If you are on either committee, please mark your calendar and plan to attend. Don't forget we will be at Yakima Valley College Conference Center.

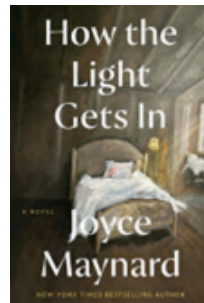
SAVE THE DATE

Rotary Picnic
Cowiche Creek Brewing Company
Thursday, September 12th
5pm to 7pm



AUGUST/SEPTEMBER ROTARY BOOK CLUB SELECTION

This month's Rotary Book Club selection is "How the Light Gets In" by New York Times bestselling author Joyce Maynard. This highly anticipated follow-up to "Count the Ways" follows fifteen years of a family (2010-2024) as their story plays out against a uniquely American backdrop and events that transform their world and shape their lives.



Get your copy, start ready, and save the date of Tuesday, September 17th from 5pm to 6pm to come together as a group to discuss.

MEMBERSHIP IS EVERYONE'S JOB

Last week we shared some of the many reasons people join Rotary. This week, we're talking about how Membership is everyone's job. Membership is the engine that powers the vehicle of Rotary.

New members bring new energy, new interests, and future leaders. Individuals become Rotarians because someone asked them.

Look around your network of friends, colleagues, and family and invite them to come to lunch once, twice, or more. Any prospective new member gets their first lunch free!



REVIEW

The Yakima Valley is second to none when it comes to entrepreneurship. That is one of the many messages shared by Don Carrell as he talked about the story of Kwik Lok. Don graduated from WSU. With 25 years of management experience his career encompassed Kaiser Aluminum, and Shields Bag & Printing. In 2016 he joined Kwik Lok, in 2017 he was named COO, and in 2019 the Board appointed him as CEO. Kwik Lok was started by Floyd Paxton in 1954. Before Kwik Lok he had a nailing machine that made wooden apple boxes really fast. On a trip to Yakima, he saw cardboard boxes and realized that he needed to find something different. Gene Shields started the packing of apples into bags and printing on those bags; his first customer was Gilbert Orchards. They needed a way to close those bags. That's where it all started. Rumor has it that Floyd whittled his first closure out of a credit card after returning to his home in Riverside, California. It became successful; he moved his family to Yakima. In 1986, Floyd handed the business to his son, Jerre. Jerre took the business and grew it into an international business. He took it across the country to New Haven, Indiana; to Kelowna and then Toronto, Canada; Shannon, Ireland; Tokyo, Japan; and Melbourne, Australia. The third generation comprised of Jerre's three daughters own the company today and serve as Board Directors. When Jerre passed away, John Rothenbueler (JR) had a huge task as executor of his will. Jerre's plan for the business had been to sell it. John gave his daughters the option to sell or keep it. They chose to keep it. There is a fourth generation just out of college. Jerre had done a great job of growing the business, but what was missing was modernization. John brought them into the next century.

The questions moving forward were how to keep relevant and maintain market share. They started seeing lawsuits come in challenging their intellectual property (IP). They learned very quickly that there were organizations set up to take away IP and that there were many courts on the east coast sympathetic to foreign entities that would like to infringe on IP. The judge in the case ended the lawsuit by ruling that the U.S. Patent Office should have never issued an IP. They had new competition. Don went to JR at the time and said they needed to do something with bioengineering; there is going to be a war on plastic. He told him to get after it. They got their first patent with a company in Idaho that makes starch resin from potato waste. It started a process and commitment to advancing technology and material science and decisions on what to get

IP on and what not, so they don't share secrets with competitors.

One of the most frequent question Don is asked is what his day looks like. When he arrives at work, Europe is finishing their day. He checks in with the facility in Ireland. Throughout the day he deals with North and South America. Around 3pm, Japan and Australia are starting their tomorrow morning.

Kwik Lok is really an engineering company. They make the consumables you see on bags and manufacture and sell machines that apply them. They don't have competition on the machines. Their competition is on their consumables. Their advantage is a legacy built on reliability. They are doing a lot of research on polypropylene that will enable them to create a polymer for markets that want plastic reduction. The materials have to work within their machines. They are getting ready to launch a high-density polyethylene by year-end and continue to work on bio-resins. Each region, each country, and each jurisdiction have its own requirements. Their goal is to have a solution to fit each need. How do they keep doing what they are doing? What are new markets? A lot of their business development today is looking into other markets. They are working on models within the construction industry and food traceability. He ended with AI. It is something that they use in all aspects of their business – job descriptions, minutes, A/P, planning and budgeting. It was a great presentation on a local success story!

What else happened? Jan Luring, Yvette Inzunza, and Arthur Salido served as our greeters. Lila Mowatt shared a message about keeping inspired and putting inspiration into action. President Jim announced the passing of fellow Rotarian Dr. Mike Lawler sharing that he loved Rotary and PNWU. He spent his entire life making our world a better place. We honored him with a moment of silence. He also extended an invitation to the rededication of YVC's West Campus (home to our Rotary office) next Thursday at 4pm as it is renamed the Dr. Linda Kaminski West Campus, Kaminski Conference Center, and Kaminski Allied Health Building. John Cooper wrapped it all up with sergeant-at-arms with bad dad jokes in recognition of National Happiness Happens Day and Tell a Joke Day.

SAVE THE DATE NOVEMBER 16, 2024



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