



THURSDAY, JULY 21, 2022 YAKIMA CONVENTION CENTER

*Imagine
Rotary*

DISTRICT GOVERNOR KARL RUETHER ROTARY DISTRICT 5060



District Governor Karl Ruether was born and raised in Germany and came to North America in 1986. He has three grown sons and is married to Denise. They live in Peshastin, Washington.

Karl started his career in the Hospitality Industry with a Restaurant Apprenticeship in 1976 at the Sport Hotel, Droste, Germany. As is mandatory in Germany, the required Military Service came next followed by achieving the Serviermeister (Master of Service) Certification in 1984. In preparation for coming to the U.S. he worked as restaurant Manager in Southampton England after which Karl went to Cornell University in New York for the summer program. At the completion of this program, he worked at one of the hotels at JFK airport, followed by moving to Tucson, Arizona to open a new All Suite Property.

In 1987 Karl obtained the CFBE (Certified Food and Beverage Executive) designation. From Tucson it was on to Portland, Oregon; Banff, Canada; San Bernardino, California; and then Leavenworth Washington's Bavarian Village where being from Germany was not a pre-requisite, but it helped. Here he opened the Best Western Icicle Inn (1992) which is now known as the Icicle Village resort where he is the General Manager/Partner. In 1995 he obtained the CHA (Certified Hotel Administrator Designation) and after a successful career spanning 40 plus years and four countries, Karl retired from Hotel/Resort operations in December of 2019.

Along the way came various volunteer/appointed positions with Best Western International as a Regional Governor, a board position on the Washington State Hotel and Lodging Association serving as Chair in 2005-2006, board member and President of the Leavenworth Lodging Association and board member and past Chair of the Leavenworth Chamber of Commerce. He was a founding Board member of the Leavenworth Summer Theater and a Rotarian since 1994 as a member of the Leavenworth Rotary Club where he served as President in 2000.

In July of 2000 he was selected to serve a one-year term on the newly formed Washington State Tourism Advisory Committee. He was the recipient of the 'Outstanding General Manager of the Year Award' from the Washington Lodging Association in 2005, as well as the 'All Star Governor Award' in 2003 from Best Western International. Karl accepted several Committee assignments in his role as a Best Western Governor that included the Chair of the Education and Training Advisory Committee, a few years back, and then Chairman of the Quality Assurance Advisory Committee (2015).

On July 1st, he officially began his term as District Governor for Rotary District 5060 and is honored to serve in that role.

FOR THURSDAY'S MEETING

Greeters – Anthony Peterson, Andy Lucero
Music – David Rogers
Invocation – Tressa Shockley
Sergeant-at-Arms – Kevan Montoya
Program – Eric Silvers

FUTURE PROGRAMS

July 28th – Ed Bilsky, Opioids, and Our
Communities: A Post Pandemic Path Forward
August 4th – Frank Pritchard, The Absolutely True
& Improbable Rise of Pickleball
August 11th – Rotary Reunion
August 18th – Mike Johnson & Aaron Ruff, How
Thrift Helps Everyone

AN INVITATION TO ATTEND SOUTHWEST ROTARY

Yakima Southwest is inviting you to attend their meeting on Tuesday, July 26th to hear Bob Inglis, Executive Director of republicEn.org and a leading conservative voice on climate change.

Inglis represented Greenville-Spartanburg, S.C. in the U.S. House of Representatives for six terms from 1993-99 and again from 2005-11. He was ranking member for Energy and Environment on the House Science Committee and served on the Foreign Affairs & Judiciary Committees. In 2012, Inglis launched the Energy and Enterprise Initiative at George Mason University to educate Americans about the power of free enterprise to solve energy and climate challenges. The Initiative became a grassroots organization in 2014 under the banner republicEn.org. In 2015, Inglis received the John F. Kennedy Profile in Courage Award for his work on climate change.

The meeting will take place at 4:30pm at the Yakima Valley College Conference Center. There is no cost to attend.

- REVIEW -

Museums bring citizens together to tell the story of their community or some aspect of its history. They build connections and provide fun and interactive learning. Cragg Gilbert introduced fellow Rotarian Peter Arnold, Executive Director of the Yakima Valley Museum who spoke to us about the work being done to remove barriers to become an inclusive part of our community. Peter received his Law degree from the University of London, a Masters in Museum Studies from Leicester University, has experience with alligator farming, and started and sold a software company, and when he retired came to Yakima to service as the Executive Director of the Yakima Valley Museum building on the foundation of excellence and community support developed by John Baule. Peter began by sharing there are lots of barriers to the use of the museum. Not understanding the content means there can be a lack of engagement and a lack of inspiration. The museum itself can be a barrier. The façade looks imposing and can be intimidating. Although we can't change that, we can use marketing and programming to break down that barrier.

The most important barrier is understanding. Our local community needs to be able to understand the information they have. If not, there is no value, it is not a resource and not inspirational. Over 50% of our population is hispanic. Exhibits are now in English and Spanish. They have also changed the text itself. The goal is to simplify articles and in some cases shorten them and increase the font size. With the average American reading at 7-8th grade reading level, this makes engagement much easier. Black text on a white background is not that exciting. What they have done is incorporate professional design and layout, introduced graphic elements, and added tactile elements. A flip panel and a rotating box are both space savers and engaging. Back lighting using LED material that is thin as paper helps a panel stand out from the background. They have introduced quite a bit of video content. You will find this in the mountaineering exhibit where they have a 9-foot video providing a unique view of Mount Rainier. It was shot by helicopter after 3 previous attempts. Computer kiosks provide visitors a way to explore additional information without a lot of clutter going at their own pace. They are introducing interactive elements such as a restored mud wagon with steps to go inside, as part of their teaching collection. The color blue is the clue to let visitors know what they can touch in the museum – the mud wagon sits on a blue rug. A sandbox that has a projected computer image that redraws the topographical map allows children to create their own landscape. A 1-1 pulley system and a 4-1 pulley system demonstrates the mechanical value of using a pulley.

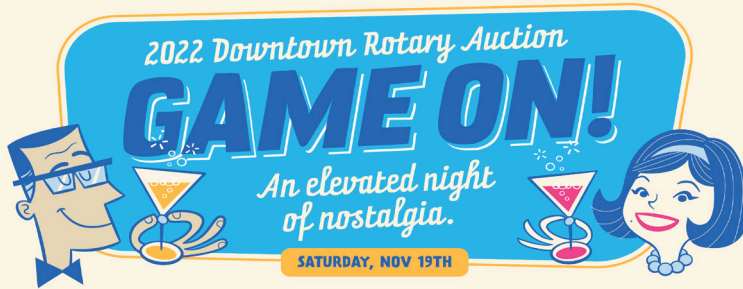
Inspiration is a societal barrier. Einstein said "Imagination is more important than knowledge". Inspiration and imagination allow youths to believe they can achieve their goals. This is a facet of literacy. Exhibits featuring

members of our community who have achieved major accomplishments such as William O. Douglas, who rose from humble beginnings to become the longest serving Supreme Court Justice in history are one example of providing inspiration. On August 13th at 7pm at the Yakima Convention Center, the museum will be hosting the William O' Douglas Banquet honoring Sally Jewell, former Secretary of the Interior from 2013-2017. Contact the museum if you are interested.

What else happened at Rotary? We heard the Rotary Choir sing America the Beautiful, Joe Park gave an inspiring, thankful invocation, and Kellie Connaughton's sergeant-at-arms gave us a look into the pandemonium and chaos of her previous week. President Rick welcomed guests and shared 2 volunteers are needed to grill hot dogs alongside Rick and his wife at Community Action Day (part of the graffiti abatement program) taking place at Garfield Elementary on Saturday, July 23rd from 10am – 2pm. President Elect Erin Black shared a reminder about the upcoming Rotary Trust Celebration on Thursday, July 21st at the YVC Conference Center Courtyard beginning at 4:30pm, and to make sure to get registered for the Mollie Davis Golf Tournament taking place on Friday, July 22 at the Yakima Country club. Every dollar raised will be matched by the Trust helping to support projects in our community. Contact robinbeckett@yakimarotarytrust.org to register. July 14th was National Pandemonium Day – a celebration of bedlam and chaos and President Rick made sure we did our part with a fun and interactive Rotary-Walk-About to get to know someone you haven't spoken with in the club. The room was buzzing with laughter and chatter!

Before our speaker introduction, Felix Rifa introduced our first new member of the year. Monica Caoile was born in Toppenish and raised in Yakima. She is the youngest of 5 children graduating from Davis High School and attending CWU where she studied Public Relations and Nonprofit Management. She is married with 2 children, 2 stepchildren and two grandchildren. Currently, she works as the business development manager of BBSI. Prior to that she worked as the Community Engagement Coordinator for The Memorial Foundation, and Director of Investor Relations for the Yakima County Development Association. She enjoys long road trips, the outdoors, beach time with family, working with small businesses, and engaging in the community. She volunteers for Yakima County Emergency Management, belongs to BNI, NIA, and WA State Business Connections. Monica has a deep love for the community and looks forward to being part of the great work that Rotary does. Welcome to Rotary Monica!

It was a great meeting and a wonderful reminder to go visit the museum and see for yourself all the amazing things going on.



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