



The Paddlewheel

Moorhead Rotary Club

Volume 97—Number 6

August 8, 2017

Moorhead Rotary
Chartered May 1, 1921
Club 970
District 5580

President Corey Elmer
President-Elect
Secretary & Paddlewheel reporter David Wahlberg
Treasurer Doreen Filler
Past President Eric Wilkie
Director Dale Hetland
past president & advisor
Director Tammy Finney
public relations & promotion
Director Kay Parries
past president & advisor
Director David Sederquist
fund-raising & projects
Director Matt Thomasson
RYLA Coord. Randy Farwell
Polio Plus Coord. Cindy Nolte
Sergeant at Arms Team
Dave Sederquist, Eric Johnson,
Mike Hulett & Jean Hannig
Pianist Sharon Fangsrud
Song Leaders Bill Schwandt,
Bob Hanna, John Andreasen
Photographer Russ Hanson
Meeting Reporter Teresa Joppa
Paddlewheel Editor
Nancy Edmonds Hanson

The Moorhead Rotary board of directors meets the second Tuesday of each month.

International President
Ian Riseley
District 5580 Governor
Debra Warner
District 5580 Vice Governor
Gary Nolte
Assistant District Governor
Kay Parries, Moorhead
District Governor-Elect
Blaine Johnson
District 5580 Polio Coordinator
Cindy Nolte
End Polio Now Zone 28 Coord.
Gary Nolte

Other F-M Rotary Clubs
Monday: FM/PM Rotary
5:30 p.m., Lucky 13 Pub
Monday: Fargo West Rotary
Noon, Holiday Inn
Wednesday: Fargo Rotary
Noon, Radisson
Thursday: FM/AM Rotary
7 a.m., Ramada Plaza

If you attend meetings of any of these clubs, just check in. We have a reciprocal agreement.

Moorhead Rotary
P.O. Box 72
Moorhead, MN 56561



This week's meeting: Kevin Wallevand, award-winning journalist with WDAY TV, shares "Orphans of the Nile" based on his experience in Uganda. Eric Johnson is sergeant at arms and David Wahlberg, Rotarian of the day. Our greeters are Jill Baldwin and Nathan Johnson.

Forum manager details scope & challenges facing the region's major media company



Photos/Russ Hanson: President Corey Elmer and song leader Bill Schwandt. Sergeant at Arms Ron Kolb. Jon Riewer and Bill Schwandt. (Left) Forum Communications general manager Aaron Becher gave an overview of the region-wide media empire purchased by Norman Black in 1917 and vastly expanded by former publisher Bill Marcell Sr. His son Bill Jr. is currently the

President Corey Elmer called the meeting to order, decked out in the long-overlooked president's badge. The meeting began with a variety of announcements, starting with the invitation to consider becoming a host family for this year's Rotary foreign exchange student. He also reminded members of the change in club billings, which are moving forward one quarter. The next, which will be received shortly, covers July, August and September.

Acting on several suggestions from the club's visioning meeting, Kay Parries is working on securing a line of logo clothing, while Mike Hulett is dealing with Rotary signs on roads leading into Moorhead.

Corey announced that more than half – 34 – of our present membership of 65 are Paul Harris Fellows. He also noted that membership is down five from last year's level, with the recent resignations of Dale Stenerson and Heidi Fitzgerald Olson. He challenged the club to restore the level to 70.

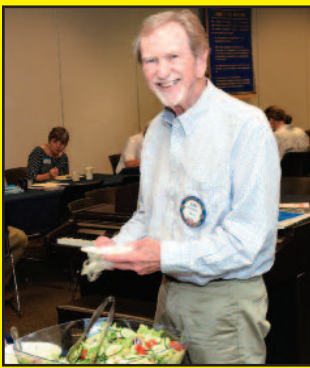
Sergeant at arms touts club involvement

After a rousing rendition of "In the Good Old

Summertime," led by Bill Schwandt, Sergeant at Arms Ron Kolb recounted some of our club's community involvement since May 1921, when it was founded. Among service projects he cited were Cherries for Charity, Salvation Army bell-ringing and delivery of dictionaries to Clay County third graders.

He mentioned Fargo Marathon way stations, exchange teams, hosting inbound and outbound exchange students, and mission trips including the trip to China in 1992 in which he and others participated. He also mentioned Dollars for Scholars, RYLA, Yard of the Week, cosponsorship of the International Students Picnic, Strive, the Greater Moorhead Days parade, the Field of Dreams, the Peace Pole installed at Bluestem, the Taste of Moorhead and fish fry, and our ongoing Travel Giveaway fund raiser.

Gary Nolte started off our weekly happy dollars with a donation of \$48 to the Rotary Foundation in honor of his and Cindy's 48th wedding anniversary Aug. 1. Kay Parries noted the upcoming international students picnic coming up Sept. 9 ... mentioning that volunteers are needed for the annual event. Steve Schaefer celebrated being back in the swing after several weeks away. Dave



Photos/Russ Hanson: Gary Gonser, Tammy Finney & Kay Parries. Rotarian of the Day Pat Gulbranson. Guest Ryan Parr and Troy Nellis.



Guests

Aaron Becher, The Forum, speaker
Ryan Parr, guest of Troy Nellis

Visiting Rotarian

Dave Manning, FM-AM Club
Leann Wolff, Fargo West

August Birthdays

Cater, Alma Aug 01

Wedding Anniversaries

Nolte, Cindy & Gary
Aug 01 1969 48 years
Baldwin, Jill & Jerry
Aug 02 1969 48 years
Hendrickson, Chuck & Renae
Aug 13 1994 23 years
Moorhead, Tracey & Richard
Aug 14 1964 53 years
Beaton, Tim & Joan
Aug 17 1971 46 years
Belcher, Barb & David
Aug 17 2013 4 years
Johnson, Eric & Kirsten
Aug 21 2012 5 years
Riewer, Jon & Kristine
Aug 24 1996 21 years
Schwandt, Bill & Cheryl
Aug 29 1981 16 years

Rotary Anniversaries

Hannig, Jean 21 years
Aug 06 1996
Blackhurst, Anne 5 years
Aug 14 2012

Manning heralded the arrival of our new exchange student Thursday.

Another reason to celebrate: the District 5580 Foundation Luau coming up Aug. 25, including a golf scramble and dinner in Perham. Details are attached to this week's Paddlewheel.

Forum general manager outlines reach

Rotarian of the Day Patrick Gulbranson introduced Aaron Becher, the general manager of The Forum. Aaron has 24 years in the newspaper and printing business, the last 12 of them with Forum Communications. He was advertising manager at the Duluth News Tribune before joining the Fargo newspaper in 2009 as its advertising manager. He became general manager in 2012. He's a native of Faribault, Minn., and graduate of the University of Northern Iowa with a degree in public relations and advertising.

Aaron recounted the history of The Forum since April 1917, when it was purchased by publisher Norman Black. He continued as publisher until 1931. His great-grandson Bill Marcil, Jr., now holds that title.

Today Forum Communications is active in

both Dakotas, Minnesota and Wisconsin. The Forum, its flagship newspaper, has a daily circulation of 31,000 and Sunday circulation of 39,000. Inforum.com, its leading website, logs 60,000 daily users. It has seven more daily newspapers and 25 weeklies and ABC TV stations in Fargo, Minot, Grand Forks and Bismarck. Its bulk printing and mailing plant in Fargo, along with a new one in Sioux Falls, handles 10 million pieces a month. The company manages more than 50 websites. Among its newer enterprises are a video production service based in Fargo and Forum News Service, a content-sharing service among its many properties. The newest branch is Gen7 Investments, looking for new and diverse opportunities for investment growth.

The biggest challenge they face, Aaron said, is the (incorrect) perception that newspapers are dying. Other challenges? "We need to attract and retain talent," he noted, "and stay ahead of all of our fast-changing technology."

Raffle prize slips from member's fingers

Emily Gess won the opportunity to draw for the weekly raffle, but it went for naught; she drew a losing card. The pot continues to bulk up.

Looking Ahead

August 8

Sergeant at ArmsEric Johnson
Rotarian of the Day.....David Wahlberg
Program.....Kevin Wallevand, WDAY, "Orphans of the Nile, Uganda"
Greeters.....Jill Baldwin & Nathan Johnson

August 15

Sergeant at ArmsJean Hannig
Rotarian of the DayPat Gulbranson
Program.....Brandon Lunak, Moorhead Schools
GreetersEmily Gess & Teresa Joppa

August 22

Sergeant at ArmsMike Hulett
Rotarian of the DayJean Hannig
ProgramIan Manning & Emily Slicer,
"FES Experiences in Argentina & Taiwan"

GreetersBarb Belcher & Adam Nordin

August 25 — District 5580 Foundation

Golf Scramble3-5 p.m.
Luau Foundation Dinner & Program6 p.m.
Perham Lakeside Golf Club

August 29

Sergeant at ArmsEric Wilkie
Rotarian of the DayBill Craft
ProgramTerry Horan, head football coach,
Concordia College
GreetersJon Benson & Brandon Lunak

September 5 – No meeting

September 9 — International Student Picnic



District 5580 Foundation Celebration Dinner



A fun social evening...good food, good entertainment and good friends!

Friday, August 25th, 2017

Perham Lakeside Golf Club, Event Center

Cocktails at 6:00, Dinner at 7:00

Program at 8:00



Come join in celebrating all that the D5580 Foundation has accomplished *with your help.*



Participate in the D5580 Foundation 9-hole Golf Scramble
from 3:00 – 5:00, \$35 including cart.

Register for events at
<https://d5580luau.eventbrite.com>
<https://d5580golf17.eventbrite.com>

"This is an awareness and celebratory event. It is not intended as a fund raising event."