



**RICHLAND**

May 12, 2009

# ROTARY REACTOR

Editor: Hal Ellner

Web Site: [www.richlandrotaryclub.org](http://www.richlandrotaryclub.org)

- PO Box 37 • Richland, WA 99352
- Meetings every Tuesday at 12:10 p.m.  
Red Lion Hotel (Hanford House)
- Charter 7390 • District 5080 • Club ID#262

## Scheduled

5/19 – Scholarship Luncheon  
5/26 – Memorial Day WA Legislator Theme  
6/2 – Planned Parenthood

## Guests

John Lowe (LeRoy Goff) and Sunrise Visiting Rotarian  
Karen Hayes.

## Steve

Steve Arneson, the recipient of a plethora of well-wishing messages, stated the game plan in place to deal with his indisposition. He will be a worthy combatant, and with palpable support.

## Vox Populi

**Gordon:** He thanks us for our contributions as the walking team leaves for Seattle to march against mental illness.

**Terri:** Don't forget the Service Above Self picnic, 6/7, 1-5 PM, at the band shell.

**Diane:** It was the last announcement regarding the Badger Mountain hike. Next time, the adventure will be reported. It originates at 8:45AM Saturday, from Queensgate.

**Grant:** Roster update and committee preference blanks remain in circulation for non-responders. Vacancies exist in the Public Relations and Youth Committees. Please consider them in your choices.

**Phil:** He spoke of the June 12-13 First Tee event, information for which was on the tables. Lo and Behold!

Ian got a \$7,500 sponsorship commitment from the Red Lion. If you need to hire anyone with powers of persuasion, do not overlook Ian.

## PAUL HARRIS FELLOWS

Judy L. Addis (2S)  
Steve Arneson  
Jeremy Asmus  
Bill Battershell (5S)(B)  
Bob Best (2S)(B)  
Tom Bock (5S)(B)  
Gordon Bopp (S)  
Ernie Boston (D)(B)  
Dee Burrie  
Herb Cahn (4S)(B)  
Thomas A. Cowan (2S)(B)  
Bob De Lorenzo (D)(B)  
Jeanne Dillner (S)  
Hal J. Ellner (5S)  
Jo Ferguson  
Diane Fossum (S)  
Phill Fossum (2S)  
Barbara French (R)  
Eric Gerber (S)  
Jan Griffin

Greg Holben  
Jan Jackson (S)  
Larry D. Jecha  
Darrel Johnsen  
Reed A. Kaldor (S)(B)  
Bill Kalk (2S)(B)  
Scott Keller  
Shelley Kennedy  
Tom Kirchner (4S)(B)  
Walt Kirkpatrick (2S)(B)  
Art D. Kohler (2R)(B)  
Dave Larkin (4S)  
Bob D. Larson (3S)(B)  
Pamela Larsen (3S)(B)  
Dave Lemak  
Phil Lemley  
Tim Lewis (S)  
Yosen Liu (S)  
Larry Lowry (S)  
Mike McAndrew

Grant McCallum (S)  
Bill McCue  
Jerry J. McGuire (B)  
Richard L. McLean (6S)  
Bing Manawadu  
Robert D. Nichols  
Greg Oberg (2S)(B)  
Thomas M. O'Brien (2S)  
Marge O'Connell (DD)(B)  
Joseph V. Parrish  
Jon M. Putz (4S)  
Ed Revell (2S)  
Ray K. Robinson (4S)  
George Sanders (2S)(B)  
Gary Scofield (4S)(B)  
Anjan K. Sen (S)  
Chris Senske (S)  
Bill R. Siefken (R)  
Mark Smith (3S)(B)  
Mike Spellman (3S)(B)  
Lloyd Swain (5S)(B)  
Ruth Swain (4S)(B)  
Bob Tibbatts  
Russell Treat (B)  
Rampur S. Viswanath (4S)  
Sam R. Volpentest (R)(B)  
Gregory T. Warner (S)  
Joe Westsik (2S)(B)  
Ken Williams (3S)  
Hal Williamson (D)(B)  
Keith Woods (S)(B)  
Jack D. Zinn (3S)  
(B) Benefactor  
(D) Diamond PHF  
(DD) Dbl. Diamond PHF  
(R) Ruby  
(#R) Multiple Ruby  
(S) Sapphire  
(#S) Multiple Sapphires (8/26/08)

## Officers

President .....Dave Lemak  
Vice President.....Grant McCallum  
Secretary.....Dave Larkin  
Treasurer.....Steve Arneson  
Foundation Treasurer....Bob Tibbatts  
Past President.....Phill Fossum

## Directors

Club Service 'A' .....Darrel Johnsen  
Club Service 'B' .....Tim Lewis  
Community Service.....June Ollero  
International Service.....Phil Lemley  
Membership Activities...Grant McCallum  
Vocational Service.....Jo Ferguson

## Program

Uriel Iniguez, Director of the Washington State Commission on Hispanic Affairs, is a local product, born and raised in Connell. He declared several principles regarding the local and nationwide Hispanic presence and had all the illustrative statistics. All of the challenges and opportunities, of and for the Latino community, arise from its rapid population growth. Said growth is the result both of immigration and fecundity.

Generally speaking, Hispanic = Latino = Chicano. The terms are somewhat interchangeable.

Demographically, Hispanics are now equally distributed in both the east and west parts of the state. Their increasing numbers have made them a potent component in the work force and as consumers. They are now probably a majority in Franklin County and possibly elsewhere. They work in service jobs, construction, and, with increasing education, the professions. Their school enrollment is rising correspondingly.

By 2050, Latinos will comprise 25% of the US population. Most of the labor force growth will be Hispanic. Their business ownership is increasing, as is their impact as consumers. How can businesses tap into the expanding Latino purchasing power? Have more Latinos working within the organization. They understand the culture. Latinos tend to be brand-loyal and brand-conscious.

Ways to retain Latino employees and ultimately Latino customers:

- Never assume that what appeals to one segment of Latino culture will appeal to another. Differences do exist, for instance, among Cuban, South American, and Mexican components.
- Leverage Latino employees for recruiting purposes.
- Learn about sensitive aspects of Latino culture. At times the use of ethnic terms, often thought to be equal with one another, may not always be.
- Seek out and consult with Latino community leaders.
- Reward employees based on performance.
- Place talented Latinos in senior positions.
- Get involved in the local community. Sponsor events. Celebrate holidays. Be very visible in support.
- Partner with academic institutions with high Latino student populations.
- Human resources should partner with marketing with every effort to reach out to Latinos.
- Partner with Latino associations and professional groups

Now, in bad times, employers may let go of Latino employees first. This will not work well in the long run.

***Summarizing: Advice to be heeded in confronting socioeconomic realities.***



## Potpourri

A white chip again surfaced, raising the elusive reward to a serious level.

The District Convention beckons. \$250, covering registration, meals, and activities, is available for anyone who'd like to attend. Silent auction item in sports regalia will occur. PrezzDave, who has connections everywhere, brought an authentic Colorado Rockies jersey.

## Judge Bill T.

Bill had one non-Best latecomer...A phantom bingo committee resulted in a confrontation with Grant by an entire table...The red badge duo did not lack for roster books...Club anniversaries in years: Jon 28; Gordon 5, which he legitimately disputed as an understatement; several have one-year tenure...The Prezz pinless at his party? A tremulous "Egad" escapes from our lips...A

young McCue has an advanced degree...New house woes, preceding Kennedean occupancy, evoked empathy.

## Trivialis et Jovialis

A sheriff walks into a saloon and shouts for everyone's attention. "Has anyone seen Brown Paper Jake?" he asks.

"What's he look like?" asks one shoddy-looking cowboy.

"Well," replies the sheriff, "he wears a brown paper hat, a brown paper waistcoat, a brown paper shirt, brown paper boots, brown paper pants, and a brown paper jacket."

"So what's he wanted for?" asks the same cowboy?

"Rustlin'."

## Richland Rotary Members

Judy Addis (7/89)	Jan Jackson (6/00)	Greg Oberg (1/88)
Steve Arneson (3/02)	Larry Jecha (8/97)	Tom O'Brien (11/98)
Jeremy Asmus (10/07)	Darrel Johnsen (8/97)	Marge O'Connell (10/03)
Bill Battershell (3/56)	Stan Jones (10/07)	June Ollero (2/03)
James Bauer (1/09)	Reed Kaldor (2/98)	Vic Parrish (12/97)
Linda Bauer (1/09)	Bill Kalk (7/04)	Kim Pietrok (9/08)
Ken Beller (12/07)	Roy Keck (10/04)	Jon Putz (5/81)
Bob Best (4/90)	Scott Keller (7/02)	Ed Revell (6/08)
Tom Bock (3/76)	Shelley Kennedy (9/02)	Dick Richter (6/08)
George Booth (11/06)	Tom Kirchner (3/81)	Ray Robinson (2/87)
Gordon Bopp (5/04)	Walt Kirkpatrick (9/70)	Pete Rogalsky (7/05)
Ernie Boston (2/65)	Art Kohler (287)	George Sanders (10/06)
Dee Burrie (7/92)	Dave Larkin (4/04)	Gary Scofield (2/75)
Herb Cahn (6/55)	Pam Larsen (2/95)	Don Segna (12/05)
Tom Cowan (4/80)	Bob Larson (6/90)	Anjan Sen (11/96)
Bob De Lorenzo (3/88)	Bob Lawyer (5/08)	Chris Senske (1/80)
Jeanne Dillner (8/01)	Dan Leblanc (2/09)	Bill Siefken (4/87)
Todd Dixon (8/08)	Terri Leblanc (5/08)	Mark Smith (3/01)
Paula Duranceau (5/08)	Dave Lemak (1/01)	Mike Spellman (4/81)
Hal Ellner (8/83)	Phil Lemley (6/06)	Lloyd Swain (8/89)
Jo Ferguson (10/05)	Tim Lewis (10/03)	Ruth Swain (9/88)
Robert Ford (9/05)	Yosen Liu (1/91)	Bill Taylor (7/07)
Diane Fossum (8/07)	Larry Lowry (10/05)	Bob Tibbatts (6/03)
Phill Fossum (11/03)	Bing Manawadu (10/86)	Russ Treat (1/92)
Bill Friend (3/09)	Mike McAndrew (2/07)	Rampur Viswanath (6/95)
Barbara French (11/98)	Grant McCallum (9/91)	Sam Volpentest (1/95)
Eric Gerber (12/00)	Bill McCue (3/94)	Greg Warner (3/00)
LeRoy Goff (8/08)	Jerry McGuire (3/95)	Joe Westsik (12/96)
Jan Griffin (9/00)	Dick McLean (10/85)	Ken Williams (12/00)
Linda Gustafson (3/08)	Gilbert Mendoza (5/08)	Hal Williamson (4/88)
Tom Heidegger (1/09)	Doug Migas (5/08)	Keith Woods (1/97)
Greg Holben (4/06)	Ian Napier (11/08)	Kathy Yuracko (12/04)
Shelley Horton (3/09)	Bob Nichols (8/97)	Jack Zinn (7/74)
Diahann Howard (4/08)	Christine Nielsen (4/08)	101-(4/09)

## Honorary Members

**Herb Cahn  
Ernie Boston  
Vic Parrish  
Mike Spellman  
Joe Westsik**

**Number of Members  
as of July 1, 2008**

**96**

**Lost: Ted Hair, Leslie Smith,  
Leigh Anne Sayer, Tony  
Umek, Jerry Sims, Sandy  
Gamble, Paul Roy, Jack Fix  
& Suzanne Heaston**

**Gained: LeRoy Goff, Kim  
Pietrok, Todd Dixon, Ian  
Napier, Tom Heidegger  
James & Linda Bauer, Dan  
Leblanc, Shelley Horton &  
Bill Friend**

**Current Members**

**96 + 5 Honorary**



The room was full of pregnant women and their partners, and the Lamaze class was in full swing. The instructor was teaching the women how to breathe properly, along with informing the men how to give the necessary assurances at this stage of the plan.

The teacher then announced, "Ladies, exercise is good for you. Walking is especially beneficial. And, gentlemen, it wouldn't hurt you to take the time to go walking with your partner!"

The room really got quiet. Finally, a man in the middle of the group raised his hand.

"Yes?" replied the teacher.

"Is it all right if she carries a golf bag while we walk?"

### America the Beautiful

This is another of our patriotic songs whose first verse we all know and sing. The remainder is worthy of our attention, but gets little recognition. And it is:

O beautiful for pilgrim feet  
Whose stern impassion'd stress  
A thoroughfare for freedom beat  
Across the wilderness.

America! America!  
God mend thine ev'ry flaw  
Confirm thy soul in self-control,  
Thy liberty in law.

O beautiful for heroes prov'd  
In liberating strife,  
Who more than self their country loved  
And mercy more than life.

America! America!  
May God thy gold refine  
Till all success be nobleness,  
And ev'ry gift divine.

O beautiful for patriot dream  
That sees beyond the years  
Thine alabaster cities gleam  
Undimmed by human tears.

America! America!  
God shed His grace on thee,  
And crow thy good with brotherhood  
From sea to shining sea.

(At one time in its history, it was sung to the tune of "Auld Lang Syne." Try it; it works).

### ATTENDANCE, A ROTARY COMMITMENT

#### Meeting Dates of Local Clubs

**Richland Riverside**.....Monday, Noon  
Anthony's Home Port Restaurant  
Columbia Point Drive, Richland

**Richland**.....Tuesday, 12:10 P.M.  
Red Lion Hotel/Hanford House  
802 George Washington Way, Richland

**Pasco-Kennewick**.....Wednesday, Noon  
Leo's Catering  
20 N. Auburn, Kennewick

**Columbia Valley Daybreak**...Thursday, 7:00 A.M.  
Tri-Tech Skills Center  
5929 W. Metaline, Kennewick

**Columbia Center**.....Thursday, Noon  
Bingo Boulevard  
6222 W. John Day Ave., Kennewick

**Tri-Cities Sunrise**.....Friday, 7:00 A.M.  
Red Lion Hotel Pasco, 2525 N. 20th, Pasco