



# Nor'Wester

Rotary Club of Northwest Des Moines

www.clubrunner.ca/northwestdesmoines / Fridays @ 11:45 - Cozy Cafe 8535 Birchwood Ct.

October 17, 2025

*This Week's Program:*

**Gina Wright**  
Urbandale Chamber  
of Commerce

Greeter:

Bill Grask

Invocation:

Wendi Wilson

Sergeant:

Doyle Sanders

Scribe:

Bill D. Corwin

*Future Programs*

**10/24:** NO MEETING  
(Uplift Project 10/23)

**10/31:** Major Hull  
Salvation Army

## Message from the President

Dianne Downing

I hope everyone had a good weekend! Seems like our yardwork will never end!!

Remember we have a Board meeting Thursday. Anyone can come. It's at noon at Cozy.

Here's another interesting fact that I've come across in my Rotary readings.

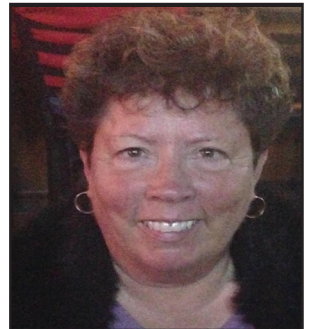
### THE 4-WAY TEST

One of the most widely printed and quoted statements of business ethics in the world is the Rotary "4-Way Test." It was created by Rotarian Herbert J. Taylor in 1932 when he was asked to take charge of the Chicago based Club Aluminum Company, which was facing bankruptcy. Taylor looked for a way to save the struggling company mired in depression-caused financial difficulties. He drew up a 24-word code of ethics for all employees to follow in their business and professional lives. The 4-Way Test became the guide for sales, production, advertising and all relations with dealers and customers, and the survival of the company was credited to this simple philosophy.

Herb Taylor became president of Rotary International during 1954-55. The 4-Way Test was adopted by Rotary in 1943 and has been translated into more than 100 languages and published in thousands of ways. The message should be known and followed by all Rotarians.

"Of the things we think, say or do":

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?"



*Don't want to pass out candy this year...  
Here are some other ideas kids will love!*

- Halloween Light up Rings
- Skeleton Hands Pens
- Glow in the dark Bouncing Balls
- Mini Jack-o-lantern Slinkies
- Halloween Bubbles
- Halloween Design Lip Balm





### 2025-26 Officers & Directors

- Dianne Downing, President
- Wendi Wilson, President Elect
- Bill W. Corwin, Treasurer
- Bill W. Corwin, Secretary
- Ed Arnold, Board Member
- Bill D. Corwin, Board Member
- Tony Hunt, Board Member
- Kelly Peterson, Board Member
- Tim Olejniczak, Past President

## Upcoming Events

Let's Plant a Tree!

### Other Locations

Monday

West Polk County, Food Depot, 3000 SE Grimes Blvd, Suite 200 in Grimes (Noon)

Tuesday

- Ankeny, Ankeny Golf & Country Club, (11:45)
- Ankeny, Magee's Irish Pub, (6:00 pm)
- Johnston, Hyperion Golf & CC, (7:00 am)
- Dallas Center, Memorial Hall, (Noon)
- Norwalk, City State Bank, (Noon)
- West Des Moines, DM Golf & CC, (Noon)

Wednesday

- East Polk County, Lutheran Church of the Cross (7:00 am)
- Adel, Adel Public Library, 303 S. 10th St. (Noon)

Thursday

- Waukee, Des Moines Golf & Country Club, (6:45 am)
- Des Moines, Embassy Club - Ruan Bldg, (Noon)
- Winterset, Pizza Ranch, (Noon)
- Rotary Club of HOPE, First & Third Thursday of Month (5:30 pm - Virtual Zoom Meeting)

Friday

- Des Moines, AM, Wakonda Club, (7:00 am)

## Scribbles

### Andrew Batt Iowa Public Television



Andrew Batt, the General Manager and Executive Director of Iowa Public Broadcasting (“IPB”) is a native of Council Bluffs and he’s now been with for over 20 years, having originally chosen Iowa over a network position in DC. Wonderful choice!

Andrew spent most of his time going through the vast inventory of programming, highlighting shows including long-time favorites such as Iowa Press and Market to Market (aired nationwide) and newer offerings including Road Trip Iowa, now in it’s third season.

Two more items of programming note include the fact that this year every state championship – 26 matches and games in total - will be available state-wide, which Andrew indicated was a first. He also mentioned the sheer number of shows on the Iowa State Fair: more State Fair TV is produced by IPB than in any other state. I went to their site (iowapbs.org) to look for airing statistics but got distracted by a nearly 2-hour doc “Our Great State Fair” and watched most of that instead!

For me, most noteworthy was his discussion of the new Ken Burn’s documentary on the American Revolution entitled, most likely not surprisingly: The American Revolution is a six episode, 12-hour series, and begins on November 16.

Finally, in response to a question from Rotarian Mark, Andrew briefly went through some of the potential impacts of the pending cuts in government funding. Andrew mentioned that the loss in funding represents just under 20% of total operating costs and will result in reductions to both staff and programming. He emphasizing the magnitude of the funding challenge by indicating that the funding normally comes with 2 years’ advance notice, yet these cuts came with fewer than 60 days’ warning.

Scribe, Jack Bell

### Ed Arnold - Program Chair

	Greeter	Invocation	Sergeant	Scribe
Oct 24	No Meeting	No Meeting	No Meeting	No Meeting
Oct 31	Tony Hunt	Jack Bell	Julia Taylor	Tim Olejniczak
Nov 7	Marv Johnson	Dan Boes	Wendi Wilson	Kelly Peterson

Can't complete your assigned duty? Please assist by finding your substitute!

Future Info



Items for the Nor'Wester should be submitted by end of the day each Monday. Please send to:

**Dianne Downing**

iowagirlddn@gmail.com