



Nor'Wester

Rotary Club of Northwest Des Moines

www.clubrunner.ca/northwestdesmoines / Fridays @ Noon - UGCC 4000-86th St. Urbandale

Prez Sez

Jack Bell

This week I'll spotlight our club's efforts to participate in one of Rotary International's seven areas of focus: Supporting Education. Our club is active in supporting this area of focus in several ways: our work with Children and Family Urban Movement ("CFUM") is one that immediately comes to mind. The scholarships we've provided is clearly another. Even our annual Coats for Kids drive, while indirect, contributes to this overarching goal.

Another direct way that we are involved is by virtue of the Literacy Project that Julia is leading again this year. We've recently applied for a district grant to purchase seven books each for preK students who are enrolled in the free and reduced meal program. These kids get weekend food items, and we'll ensure that these bags contain books along with food. We will also include a letter and Rotary sticker to accompany the books that will indicate the books are indeed theirs.

I recall a few years ago after I distributed dictionaries to 3rd graders at Washington Grove Elementary School one of the students came up to me and asked, "is this really my book?". I had always wondered whether an actual book could still have meaningful impact: Yes!

During this fall, club members will "stamp" and pack the books and then deliver to Webster, Olmsted, and Gloria Dei. A very efficient way to get books out to young children which will allow them to start reaping the benefits of reading – increased cognitive development, improved imagination and creativity and increased concentration and discipline, among many others. The last point takes me back to the excellent program that Maestro Giunta presented – illustrating how listening to music offers similar cognitive benefits for youth.

Rotary Creates Hope, Jack

Scribbles...

Jessica Dunker - Iowa Restaurant Association



Jessica stopped at the Rotary club and gave a presentation on the State of Iowa's Restaurant Industry.

Iowa Restaurant Association is a member based non-profit trade association.

Has 6,000 + eating and drinking establishments

6 billion sales -- 125,800 Employees -- Looking to add 12,300 more by 2030

Jessica talked about the challenges faced by restaurants in 2023 and 2024.

2023 - Labor cost, Food Costs, Economy, Attracting new customers, Energy or utility costs

2024 - Declined in customer traffic, Need more employees, Can't fill job openings, Not Profitable, Company debt accumulated during the pandemic, Supply delays or shortages of food or beverage, Shortage of equipment,

Continued...

March 29, 2024

This Week's Program:

TBA
TBA

Arranged By:

TBA

Greeter:

Wendi Wilson

Invocation:

Bill Grask

Sergeant:

Diane Downing

Scribe:

Joe Kobes



2022-23 Officers & Directors

Jack Bell, President

Tim Olejniczak, President Elect

Bill W. Corwin, Treasurer

Dianne Downing, Secretary

Ed Arnold, Board Member

Bill D. Corwin, Board Member

Kelly Peterson, Past President



Future Programs

4/5: TBA

4/12: TBA

Rotary Polio Plus Awards

Scribbles Continued...



Congratulations to these Rotary Members in receiving the Polio Plus Award Certificate & Pin!!



Restaurants are extremely labor intensive. A restaurant needs 12.1 employees to generate \$1 million in sales.

During 2022-2024, the number one issue has been recruiting employees per restaurant operators.

The greatest workers for restaurant operators has been the 15 year olds.

When looking at the 2024 Restaurant sales outlook, 8 in 10 restaurants project 35% higher or hold steady.

Everyone loves to restaurants and here is why:

- 82% Enjoy a favorite meal at a restaurant
- 90% still enjoy going to a restaurant
- 89% learn about food and beverage

The customer is looking for a value, loyalty rewards, digital presence (whether paying or ordering), etc.

Finally, Jessica was able to inform us that they do offer a class called ProStart. It is CTE credit, 2 year program for students. About 1,500 students attend.

Scribe, Tony Hunt

Upcoming Events

- District Assembly - Saturday, March 30
- Pickleball Tourney - April 12 & 13
- District Celebration - Saturday, April 20
- CFUM Full Service Meal - Monday, April 22
- Trail Clean-up - Sunday, May 5

Birthdays

Mar 29 Bob Moore

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

Jack Bell
jackbell@yahoo.com



No Meeting
Friday, April 19



Future Information

Ed Arnold - Program Chair

	Greeter	Invocation	Sergeant	Scribe
Apr 5	Kelly Peterson	Jake Heston	Mark McAndrews	Tim Olejniczak
Apr 12	Dan Boes	Tony Hunt	Bob Moore	Doyle Sanders
Apr 19	Bill D. Corwin	Joe Kobes	Wendy Kriegshauser	Julia Taylor
<i>Can't complete your assigned duty?</i> Please assist Jack Bell by finding your substitute!				



CREATE HOPE
in the **WORLD**