



# Nor'Wester

Rotary Club of Northwest Des Moines  
www.clubrunner.ca/northwestdesmoines / Fridays @ Noon - UGCC 4000-86th St. Urbandale

## Prez Sez

Bill D. Corwin

Looks like this may be the busiest week so far this year for the Rotary Club of Northwest Des Moines.

A note re: our meetings. We have been seeing more and more of our Rotary Brothers and Sisters coming to the meeting in person every week. That seems like a bright spot in the week. The increased vaccination rate and the dropping COVID numbers in Iowa seem to be having a good effect in a lot of groups I attend and I am glad to see it making its way to our Club. Last week, we had just one member on Zoom, and they said they were close to making it in person as well. I will keep setting up Zoom until no one needs it, but we may be getting close. Hope for the future, for sure.

Some if this is repeated information, as we are in crunch time for the Pickleball Tournament.

If you have been watching your e-mail this week, you saw the opportunity to help at the Pickleball Tournament, this year. We have over 80 players signed up and are still needing volunteers. Thanks to those who have signed up already. The date is approaching fast – as in, less than two days away, when you get this!

Make sure you have some time set aside to assist us selling raffle tickets at HyVee on the 2 weekends after the Tournament, as well. We will be selling 9-5 on Saturday and Sunday, May 22nd and 23rd and May 29th and 30th.

A Personal thank you to the Committee for the Tournament and by name both Kyle Piper and Joe Kobes. The work that they are doing for the Club this time of year borders on part-time to full-time jobs! The Tournament and ticket sales could not happen without their efforts. Their commitment to the Club and the success of this project are something that is inspiring to me as your President. Thank you for all you do to allow us to do good in the world. Now let's go have some fun making this happen!



May 14, 2021

**This Week's Program:**  
Acacia Deadrick &  
Susan Callison  
Alzheimer Association of IA

-- Hybrid + Zoom --

Arranged By:  
Bill W. Corwin

Greeter:  
Matt Nelson

Invocation:  
Tim Olenjiczak

Sergeant:  
Kyle Pieper

Scribe:  
Ed Arnold

### 2020-21 Officers & Directors

- Bill D. Corwin, President
- Bill D. Corwin, President Elect
- Bill W. Corwin, Treasurer
- Dianne Downing, Secretary
- Eric Idehen, Board Member
- Donna Larson, Board Member
- Bob Moore, Board Member
- Kyle Pieper, Board Member
- Matt Nelson, Board Member
- Beth Goedken, Past President

## Scribbles...

*Shane Goodman Big Green Umbrella Media*

At the meeting of May 7, our President, Bill D. Corwin announced that 85 people have already signed up to participate in the Pickleball Tournament on Saturday, May 15. It promises to be a huge success for our Club. Bill reported that we are still in need of more volunteers to properly staff the tournament. If you have not signed up already, please do so.

Our installation dinner will be held on June 24 at 6 PM. We will convene at Christopher's restaurant. There WILL be coffee and dessert!

Ed Arnold reported that there are still only 2 cases of wild polio this year. This is an exciting time. We may be on the verge of eradicating the disease!

Our speaker today was Shane Goodman. Shane is the owner and President of Big Green Umbrella Media, which is based in Johnston. Shane lives in Johnston and is a member of The Rotary Club of Johnston.

The Big Green Umbrella is an independent publisher of newspapers, magazines, websites and social media. The organization started with the purchase of CITYVIEW from Connie Wimer as a springboard to launch new publications. The organization now has the following

Continued...

### Future Programs Meeting Type Subject To Change

**5/21:** Beth Kneeskern  
Iowa Cubs Baseball  
Hybrid + Zoom

**5/28:** No Meeting

**6/4:** Jessica Dunker  
Iowa Restaurant Assoc.  
Hybrid + Zoom



## Upcoming Events

**3rd annual Pickleball for a Purpose Tournament**  
Smash Park West Des Moines - May 15, 2021 - 8:00 - 5:00

**Hy-Vee Raffle Ticket Sales**  
Saturday & Sunday - May 22 & 23 and May 29 & 30

**SAVE THE DATE!!**  
Annual Golf Outing - September 17, 2021

**DON'T WAIT.  
VACCINATE!**

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

**Jenifer Mercer-  
Klimowski**

Phone: 515-237-2203 Fax: 515-237-2283  
jmercerc-klimowski@emenl.com

publications:

- **CITYVIEW** - Des Moines' alternative news monthly
- **Iowa Living** magazines -13 community lifestyle publica-  
tions
- **Iowa Living** weekly newsletters - 5 community newslet-  
ters
- **Des Moines Daily Umbrella** - a free online newsletter with  
Des Moines' morning essentials
- **Lake Panorama Times** - a free monthly newspaper

Websites and social media contacts are also maintained for  
these publications.

Big Green digital services include:

- Custom website design
- Social media marketing
- Search engine optimization
- Email marketing
- Mobile app marketing
- Mobile responsive web design

They have established their own distribution services, which  
now provide distribution for their publications as well as  
distribution for other publishers.

Shane feels that print is not dead, and that they are proving  
the point! He says they are showing that print advertising  
works. He feels that niche content is the future of print and  
that there will be a gradual change back to local ownership.

Shane has shown that persistence and imagination can bring  
success.

Scribe, Jim Arthur

**Join Zoom Meeting -- Meeting ID: 317 412 7211 Password: 840343**

<https://us02web.zoom.us/j/3174127211?pwd=ck5FdHZDYmhwZXJJN0xDUmxnZUIGUT09>

## Future Information



**Ed Arnold - Program Chair**

<b>Program</b>	<b>Greeter</b>	<b>Invocation</b>	<b>Sergeant</b>	<b>Scribe</b>
May 21 - IA Cubs Baseball	Beth Goedken	Jim Lipscomb	Dave Piersel	Jim Arthur
May 28 - No Meeting	No Meeting	No Meeting	No Meeting	No Meeting
June 4 - IA Restaurant Assoc.	Marv Johnson	Mark McAndrews	Larry Sample	LeAnn Auxier
<i>Can't complete your assigned duty? Please assist Bill D. by finding your substitute!</i>				