



Nor'Wester

Rotary Club of Northwest Des Moines

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

Prez Sez

Leray Glendenning



In the First World War it was said that the British Soldiers were "Lions led by Donkeys." The phrase was used to describe the British infantry and to blame the generals who led them. Applying this concept to organizational management, Researcher Sidney Yoshida

identified that one of the reasons this happens in organization is because of what he called "the iceberg of ignorance." He found that senior level management is often removed from day-to-day business operations, so that they fail to understand the systems and processes that affect those in the organization and those served by the organization.

The study concluded that executive level managers were only aware of 4% of day-to-day problems, department managers were only aware of 9% of problems, employee supervisors knew of 74% of problems but the front-line employees knew 100% of problems that affected the quality of products or services that were being delivered.

Rotary International has sought to avoid the iceberg of ignorance and arrogance in recent years by reviewing our mission statement and then setting out to establish a strategy to implement the mission. It began with focus groups which drafted elements of the vision that were then tested around the world to be sure they were culturally appropriate to both a Rotarian and non-Rotarian audience. These elements became our 24-word vision

statement: "Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves."

Rotary is now more than a year into the process of revisiting Rotary's strategic plan. This process will allow for examination of strengths, weaknesses, opportunities, and threats in order for Rotary to thrive in the future. Almost 30,000 Rotarians, Rotaractors, and alumni participated in the 2017 triennial strategic planning survey sent out in January 2018.

Stephanie A. Urchick, chair of Rotary's Strategic Planning Committee reports that we are now entering the second year of the process, in which testing will begin on "priority concepts" to ensure these concepts will resonate in all geographies, all languages, and all cultures. In the third year strategies will be created and approved, and districts and clubs will be asked to try them and give us feedback. When the strategic plan finally rolls out two years from now, there will be more than one million people who — because they had input — can say, "I helped shape that plan."

Urchick is encouraging every club and member to review the mission statement and think about what it means to your club and look for opportunities to give input into the process. Feel free to email me: lglendenni@aol.com or talk with me or the Board members about any thoughts or ideas you may have while reviewing the vision statement. I am ready to pass these ideas along in the process!



Scribbles...

Bart Quick VA Hospital Central Iowa

Bart Quick, Chief of Community Outreach and Volunteers Coordinator, has served the VA system for 28 years. The Office of Community Affairs originated 8 years ago when HQ recognized the benefit of community partnerships. Today his Team was unloading 2 semi loads of donations. Bart began his VA career on the clinical side, then moved to administration.

Today, he discussed, "who we are and who we are not." The VA is organized into three areas:
continued...

May 18, 2018

This Week's Program:

Jill Featherstone
Des Moines Art Center

Arranged By:

Beth Goedken

Greeter:

Jim Arthur

Invocation:

Julia Taylor

Sergeant:

Jenifer M-K

Scribe:

Laray Sample

2017-18 Officers & Directors

Leray Glendenning, President

Penny Luthens, President Elect

Bill W. Corwin, Treasurer

Dianne D-Nelson, Secretary

Doyle Sanders, Rotary Foundation

Wendi Wilson, Int' Service

Ed Arnold, Membership

Mark McAndrews, Youth Services

Kasey Vogel, Public Image

Beth Goedken, Programs

Brenda A-M, Past President

Future Programs

5/25: Leann Auxier
Josh the Otter

6/1: No Meeting

6/8: Marv Johnson party

6/15: Emma Simmons
US Committee for
Refugees & Immigrants

Scribe continued...

1. Veteran Benefits Administration – this covers disability, tuition and education, and housing.

2. Veteran Cemeteries – he noted that the Van Meter location is a state facility, not federal.

3. Veterans Health Care Administration – Bart noted the VA is the largest health organization in the US with an \$88 billion budget, and its 385,000 support staff provides services to over nine million veterans.

VA Central Iowa Health Care is located at 30th and Douglas and provides services to 44 counties located in central Iowa. Other counties are served by centers in Omaha, Sioux Falls and Iowa City. Health Care centers provide general health operations, mental health, homeless, substance abuse, and suicide prevention and hotline services.

The Knoxville VA Hospital was closed 12-15 years ago. It was a beautiful facility from the outside, but was old and deteriorating. Asbestos abatement would have been too expensive to justify. A CBOC (Community Based Out-Patient Clinic) was built to replace it.

Medical staff are at a premium and difficult to recruit. The same with nursing staff. Competition is high within the industry. A new development labeled “Telehealth” is an electronic program where a patient can have real-time face-to-face involvement between a Clinic and the DM Hospital.

Remember our friend and long-time Rotarian Dr. Randy Gambill? Bart was asked if he knew Dr. Randy. Yes he did and he related a bit of humor. If you are interested, ask one of our Rotarians.

Bart also noted that funding is based on the number of veterans who have enrolled in the program, regardless of whether they are using any of the services. So, if you are a vet, do enroll, if only to benefit other veterans!

Scribe, Larry Sample

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@emcnl.com

More Rotary

It is a Milestone Celebration!

On Friday, June 8, 2018, our club will have the distinct privilege of celebrating a milestone in our club and in the life of one of our members - Marvin Johnson! Marv will celebrate 50 years of being a member in Rotary! The party will include a special meal, a special presentation, and special guests! This celebration will be the program for that day! Make plans to participate in this historic event!



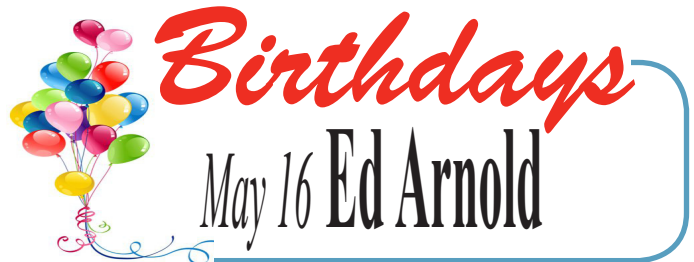
Congratulations!!

Congratulations to our seven raffle winners from the 2018 Mayor's Bike Ride!! Thanks again to everyone who participated to make this year's event a huge success!!

\$1,000	Cash Mark Ruggeberg
\$ 700	Cash Dan Devine
\$ 400	Cash Eileen Boggess
\$ 100	Hy-Vee Gift Card Carolyn Decker
\$ 100	Hy-Vee Gift Card Don Ringgenberg
\$ 100	Hy-Vee Gift Card Brandi Booth
\$ 100	Hy-Vee Gift Card Tom Mielnik

Upcoming Events

Spring Social - Blank Park Zoo
Wednesday, May 30



Future Information



Beth Goedken - Program Chair

<u>Program</u>	<u>Greeter</u>	<u>Invocation</u>	<u>Sergeant</u>	<u>Scribe</u>
May 25 - Josh the Otter	Brenda Auxier-Mailey	Helen Turner	Bill Grask	Randy Taber
June 1 - No Meeting	No Meeting	No Meeting	No Meeting	No Meeting
June 8 - DAG	Jim Lipscomb	Randy Taber	Dianne Downing-Nelson	Jim Lipscomb
Can't complete your assigned duty? Please assist Leray by finding your substitute!				
Email that information to lglandenni@aol.com also please cc Jenifer Mercer-Klimowski - jmercerc-klimowski@emcnl.com.				