

Prez Sez

Bill D. Corwin

What a great week to be an Iowan and a Rotarian in the Rotary Club of Northwest Des Moines.

I attended an Olympics watch party on Court Avenue to watch former Dowling student Karissa Schweitzer run in the 10,000-meter race. How exciting for her, her family and our city and state. Yes, it was at 5:30 AM on the Saturday after the I-Cubs game, and it was well worth it. There were a few hundred people and a giant screen TV. I am always inspired by Iowans doing good in the world.

Then again, the question, "Is this Heaven....?" I watched on TV and Facebook Kevin Costner's amazement at the new Field of Dreams field. Then, thanks to my YouTube TV recording, I watched the whole game in 2 sittings in fast forward. All the comments about how well the event was handled, how life was imitating art, the excitement around the event were thrilling to me. The national and international sports spotlight shone on Iowa, and we looked very good. The game was a fun one to watch, for sure. High scoring and being decided by a walk-off home run in the bottom of the 9th. I loved the big league home run balls that landed in a corn field. Perfect! I guess unless you are a Yankees fan.

Then the State Fair. We attended on Friday the 13th, after Rotary. A Family Fun Day was a last hurrah before sending our youngest back to Iowa City to start back to school. Starting with a corn dog and ending with a Double Bacon and Jalapeno corn dog and almost everything in between. We were out and about in the world like we have been many times in the past. It felt good. From the food, the live music, the demonstrations, the livestock barns, and the Giant Slide, to ... it felt like home, and it was spectacular. I have a few photos I will send for the newsletter from these events.

If you have photo of you or your family out on the town you want us to post in the newsletter or on Facebook, send them to me and we will get them in. Rotarians out and about is the theme of this request.

We also have our Annual Golf Tournament coming up on September 17. If you wish to sponsor the Tournament, register a foursome, or provide some door prizes or gifts to the players, contact Ed Arnold at edarnold1945@gmail.com or 515-979-6215. We will also be looking for volunteers to assist us the day of the Tournament. This will be our meeting that week.

Scribbles...

Chris Andrews - Cyclone Sports Properties

"Business Behind College Sports"

Chris has a long history with four other colleges. He was originally a broadcasting major, and "fell into" sports marketing. He has been with Iowa State for 6-1/2 years.

All Iowa State's concessions and merchandise are outsourced to third party vendors. 88% of each revenue dollar goes to the vendor, 12% goes to Iowa State.



Continued...

August 20, 2021

This Week's Program:

Sandra Swanson

Clive Behavioral
Health Services

Arranged By:

Bill W. Corwin

Greeter:

Kyle Pieper

Invocation:

Julia Taylor

Sergeant:

Eric Idehen

Scribe:

Marv Johnson

2021-22 Officers & Directors

Bill D. Corwin, President
Kelly Peterson, President Elect
Bill W. Corwin, Treasurer
Dianne Downing, Secretary
Ed Arnold, Board Member
Eric Idehen, Board Member
Donna Larson, Board Member
Tim Olejniczak, Board Member
Kyle Pieper, Board Member
Beth Goedken, Past President

Future Programs

Meeting Type Subject To Change

8/27: Steve Franklin
Urbandale Community
Development

9/3: Dave Miglin
Broadlawns Hospital
Update

Other Locations

Monday

West Polk County, Toyota of Des Moines, (Noon)

Tuesday

Ankeny, Ankeny Golf & Country Club, (11:45)

Johnston, Hyperion Golf & CC, (7:00 am)

Dallas Center, Memorial Hall, (Noon)

Norwalk, Echo Valley Golf Course, (6:30 am)

West Des Moines, DM Golf & CC, (Noon)

Wednesday

East Polk County, Prairie Meadows, (7:00 am)

Adel, Patrick's Restaurant, 211 S 7th St, #C, (Noon)

The Greater Des Moines Club, check the District 6000 website for time and location

Thursday

Waukee, Des Moines Golf & Country Club, (6:45 am)

Des Moines, Wakonda Club, (Noon)

Winterset, Pizza Ranch, (Noon)

Friday

Des Moines, AM, Wakonda Club at 3915 Fleur Dr. (7:00 am)

Upcoming Events

SAVE THE DATE!!

Annual Golf Outing - September 17, 2021

District Governor's Visit - October 15, 2021

Look What's Coming!

First Rotary multi District Conference taking place after seventy-five years in Iowa. District 5970 and District 6000 will come together on April 22nd and 23rd 2022 in Iowa City!

Scribe Continued...

Iowa State has a budget of "something under" the \$100,000,000 of University of Iowa. One of the largest line item expenses is scholarships for student athletes, which they actually pay to the University.

Learfield Management Company is a multimedia rights holder that allows college sports teams to outsource marketing and sponsorship opportunities which create revenue sources beyond tuition, donations, grants and ticket sales. Learfield represents over 200 of the nation's top collegiate properties.

They offer opportunities to have direct branding with Cyclone sports properties through the following:

Digital Ads: Displays, cyclones.com website, social media and e-blasts

Game Day Radio: 36 Radio affiliates with game-day broadcasts

Experiential/Hospitality: Hospitality rooms, business entertaining, contests

TV: Commercials, camera visible placement, back drops for interviews and press conferences - the opportunity to "be seen"

Print: Tickets, flyers, programs

All these efforts maximize revenue and allow the corporation or business to become "the team behind the team."

Scribe, Kelly Peterson

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

Future Information



Ed Arnold - Program Chair

<i>Program</i>	<i>Greeter</i>	<i>Invocation</i>	<i>Sergeant</i>	<i>Scribe</i>
Aug 27 - Urbandale Comm. Dev.	Larry Sample	Tim Olejniczak	Dianne Downing	Joe Kobes
Sep 3 - Broadlawns Hospital	Beth Goedken	Wendi Wilson	Bob Moore	Donna Larson
Sep 10 - Urbandale Parks & Rec	Doyle Sanders	Ed Arnold	Leray Glendenning	Mark McAndrews
Can't complete your assigned duty? Please assist Bill D. by finding your substitute!				



SERVE TO CHANGE LIVES

Nor'Wester

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

Scribbles...

Kezia Knight Blank Park Zoo

Kezia Knight is the education specialist at Blank Park Zoo. She came to talk about the zoo and touch on the Wild Lights Festival.



The Wild Lights festival ran from April 1 to May 31. This programming is sponsored by MidAmerican Energy. It is a larger-than-life animated light display using Asian-like lanterns that look almost like stained glass. This past year they were able to sell \$4200 in tickets to attend the program.

One of the big items our zoo works on is conservation of animals. There are private areas in the zoo where the keepers are raising coral. Interestingly, coral is actually a carnivorous animal. The coral is cool to watch feeding. Videos are available on Facebook. Eventually, the coral will be returned to its natural habitat.

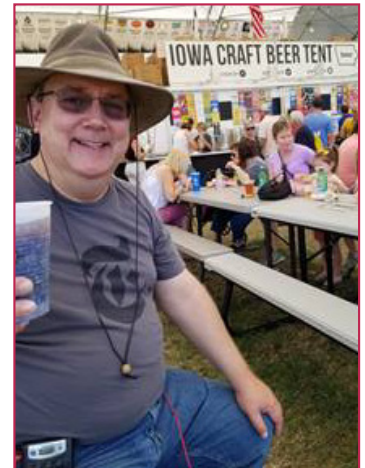
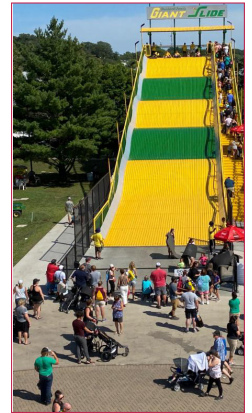
Our zoo participates in the Species Survival Program. Blank Park Zoo currently participates in seven endangered species breeding programs in cooperation with other AZA accredited institutions. Animals at Blank Park Zoo that are part of an SSP program include Ring-tailed Lemurs, Snow Leopard, Amur Tiger, Japanese Macaque, Golden Headed Tamarin, Panamanian Golden Frog and Red Panda. The Species Survival Plan program began in 1981 as a cooperative population management and conservation program for selected species in zoos and aquariums in North America. Each SSP manages the breeding of a species in order to maintain a healthy and self-sustaining population that is both genetically diverse and demographically stable. Currently 159 individual species are administered by the Association of Zoos and Aquariums, whose membership includes accredited zoos and aquariums throughout North America.

SSPs also develop husbandry manuals that set guidelines based on the best current scientific knowledge for the diet and care of the species in captivity. While managed breeding for reintroduction is not a panacea for the endangered species problem, it is sometimes the only option for reestablishing healthy wild populations.

The pandemic has changed the programming at the zoo and like most places, some of the changes will stick. They have found that the virtual programming has been a huge plus in reducing the stress for the animals that travel around the state of Iowa. They also have been able to present programs to other countries as a result of virtual options.

Scribe, Wendi Wilson

Rotary at the Fair!



IowaStateFair