



# Nor'Wester

Rotary Club of Northwest Des Moines

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

## Prez Sez

Jack Bell

Before we get into this week's letter, I'd like to highlight and recognize the Annual Golf Outing which was held this past Friday. Thanks to the team led by Ed we once again held a successful tournament under bright blue skies. Ed will provide us with all the details on Friday.

On to this week's meeting: I've written in prior newsletters and discussed at our meetings about District Governor Drager's four areas of focus. One of these areas is the focus on agencies that help the homeless. We've helped to respond and address this area of focus by virtue of our continuing clothes donations as well as the time spent at St. Vincent de Paul.

I'm happy to report this Friday we will highlight such an agency - Joppa - and hear from Amber Lewis, the Des Moines Homeless Policy Administrator. Governor Drager will also be attendance. Joining Dennis as his guests will be Jackie and Joe Stevens, the Founders and Leaders of Joppa.

Amber has been in her position since April of this year and, briefly, works on identifying gaps in the city's current community programming, coordinating homeless initiatives among the city, shelters, and nonprofit partners such as Joppa and numerous others. Previously she worked for the State of Iowa for 13 years as homeless programs manager.

We missed our meeting last Friday (although being on the course on an 80-degree day was some consolation) and we can participate in the Urbandale Uplift Project next Thursday, Oct 12, meaning no meeting on Friday, Oct 13. I do hope to see everyone this Friday.

Rotary Creates Hope, Jack

## Scribbles...

### *Brent Blum - We Will Collective at ISU*



September 22 Rotary meeting speaker was Brent Blum, executive director of the "We Will" Collective at Iowa State. He spoke to us about college athletics and how NIL affects it. Name, image and likeness, or NIL has redefined college athletics in the past few years. Student athletes can now profit, stay in school and help their financial future.

This phenomenon came about in the past few years because of the media changes for publicizing college athletes. It not who's at the game but who's watching on tv. The media sponsorships have gone through the roof in the past years, as well as changes in NCAA rulings and lawsuits. The floodgates open in 2021 when the NCAA allowed student athletes to use name, image and likeness for compensation, and universities forming collectives. The collectives include donor pool resources, 1/2 are subscription based, 1/2 are non-profit, 501C3, SEC was first to form, now 100% of Power 5 schools have a Collective.

The biggest NIL story in Iowa, Blum said, is Iowa's Caitlyn Clark who is making over 6 figures per year. The average ISU athlete in NIL money makes \$4,000.

We Will is a 501© non-profit in which Iowa state athletes can be paid, but they'll have to do

Continued...

October 6, 2023

*This Week's Program:*

**Amber Lewis**  
DM Homeless Policy  
Administration

Arranged By:

Jack Bell

Greeter:

Bill Grask

Invocation:

Dan Boes

Sergeant:

Bill D. Corwin

Scribe:

Bob Moore



*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

Kyle Pieper, Board Member

Kelly Peterson, Past President



*Future Programs*

**10/13:** No Meeting  
Urbandale Uplift

**10/20:** Club Assembly

**10/27:** Mark Kriegshauser  
Soybean & Carbon Capture

## Upcoming Events

**Urbandale Uplift Project**  
Thursday, October 12

**NO MEETING**  
Friday, October 13

**R.L.I. - Mt. Pleasant**  
Saturday, October 14

**CFUM Supper Club (Full Service)**  
Monday, October 30



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

**Jack Bell**  
jackbell@yahoo.com

something to earn it, other than averaging four touch-downs per game. Money will be given to athletes for giving back through charities. We Will Collective has a simple mission: to financially support student-athletes that share our passion for the Cyclones and encourage them to be community-minded.

Since the inception of the We Will Collective, the student-athletes have partnered with over 30 local non-profits and charity organizations around central Iowa. Examples of local partnerships include:

Make-A-Wish, Special Olympics  
Central Iowa Youth and Shelter Services, Food at First

**The process includes:**

- Collaborate: Partnerships between Cyclone Nation, student-athletes, and the local Central Iowa community.
- Support: Empower student-athletes to stay in school and support themselves financially, while also providing guidance on financial awareness from our volunteer group of CPAs and attorneys.
- Promote: Encourage student-athlete personal growth and support civic and charitable involvement, specifically youth organizations.
- Connect: Build relationships between student-athletes, Iowa State, and the Central Iowa community.

We Will vision is a goal of \$3 million per year at Iowa State, subscriptions/fundraising and traditional marketing, base level of support for each FB, MBB, WBB players, retain athlete, corporate athletics are Iowa's professional sports. Corporate involvement is important. We Will allows companies and organizations to work with specific teams or student athletes on specific opportunities.

Brent believes that the Collectives will see ever changing times. He believes there may be NCAA/Congress Guardrails, direct player compensation, Power 5 break-away further, NIL not going anywhere and there will be new opportunities for all.

Scribe, Dianne Downing

## Future Information



**Ed Arnold - Program Chair**

	Greeter	Invocation	Sergeant	Scribe
Oct 13	No Meeting	No Meeting	No Meeting	No Meeting
Oct 20	Jake Heston	Bill D. Corwin	Tim Olejniczak	Doyle Sanders
Oct 27	Tony Hunt	Dianne Downing	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**