

NOR'WESTER

Rotary Club of Northwest Des Moines
www.clubrunner.ca/northwestdesmoines

January 13, 2012

Prez Sez...

Wanda Armstrong

Tom Coates
Consumer Credit

Arranged By:

Julia Taylor

Greeter:

TBA

Invocation:

Roger Freerksen

Sergeant:

Kevin Smith

Scribe:

Bill Grask

January is Rotary Awareness Month. The public is aware of Rotary but the majority of them are unsure of what we do. An average of 62% of non-Rotarians recognize the Rotary name, but of those, only 37% have some familiarity with what Rotary does. This is according to the results of a 2010 public image survey Rotary International commissioned of about 1,000 people in each of six countries-Argentina, Australia, Germany, Japan, South Africa and the United States.



In the US 34% of the people surveyed had no awareness of Rotary at all, 29% were aware of Rotary, but not familiar with what we do and 37% had some familiarity.

Do your friends and co-workers know that you're a Rotarian? Do you tell acquaintances about your club's good works in the community or internationally?

What are you doing to promote Rotary in your circle of friends/co-workers?

Scribbles...

Joe Murdock

Merle Hay Mall

Our speaker, Joe Murdock, assumed the role of General Manager of the Merle Hay Mall this past year. He grew up in Utah and managed properties in several different states before moving to Des Moines.

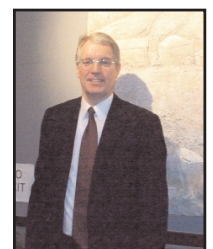
The Mall was built as an outdoor mall by Joseph Abell in 1959 and has been continuously owned since by his family. The headquarters is in Chicago, and the firm owns only one other property, in Toledo, Ohio. The site had been home to St. Gabriel's monastery from 1921 until 1928. After construction, the mall was named for Merle Hay, the first Iowan, and possibly the first American killed in World War I. In 1972 the mall was enclosed, and two years later it was expanded.

There was a terrible fire in Younkers in November 1978. Ten people lost their lives in that fire, and it took nearly a year for the store to be rebuilt.

The department stores own their own sites, while the smaller firms lease from the mall. Some of the businesses, such as Hickory Farms, are operated as specialties, open only at certain times of the year. Many are "mom and pop" retailers, and the mall management works with these firms, helping to incubate these new businesses.

Some interesting facts about the Merle Hay Mall:

- It includes the largest movie theater in Iowa
- The basement, which now has only the bowling alley, once held several other businesses and was designed with thick walls, to be a refuge in case of attack by the Soviet Union
- The Red Rock Wildlife Education Center at the mall contains many exotic animals, including wolves, bobcats, a coyote and a raccoon.
- The Iowa Reptile Rescue and Education Center, coming next summer will include snakes and other reptiles
- Part of the mall is in Urbandale and part is in Des Moines.



Scribe, Jim Arthur

2011-12 Officers & Directors

- Wanda Armstrong, President
- Brad Helgemo, President Elect
- Leslie Malcom, Secretary
- Dan Boes, Treasurer
- Ed Arnold, Director
- Jim Arthur, Director
- Jenifer M-K, Director
- Gil DeRoos, Director
- James Alan Smidt, Director
- Eric Dickinson, Past President
- Dianne D-Nelson, Exec Sec
- Bill Corwin, Exec Treas

Future Programs

- 1/20: Whitney Packebush
Fareway Stores
- 1/27: David Vaudt
State Auditor
- 2/3: John Bachman
WHO-TV News Anchor

Other Local Meetings

Tuesday

Ankeny, Ankeny Golf & Country Club, (11:45)
 Johnston, Hyperion Golf & CC, (7:00 am)
 Dallas Center, Memorial Hall, (Noon)
 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, Mama Lacona's (6:00 pm)

Thursday

Waukee, Des Moines Golf & Country Club, (6:45 am)
 Des Moines, Wakonda Club, (Noon)
 Winterset, Northside Cafe, (Noon)

Friday

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

SAVE THE DATE!!!

Iowa Energy Polio Plus Game
Saturday, January 21, 2012
 Wells Fargo Arena - 7:00

Items for the Nor'Wester should be submitted every Wednesday by Noon. Please send to:

Jenifer Mercer-Klimowski

Phone: 515-237-2203

Fax: 515-237-2283

elliotspudmom@yahoo.com

Roving Ambassadors

Ed Arnold	Polio/Iowa Energy Game Com	10/11
Eric Dickinson	Polio/Iowa Energy Game Com	10/11
Ed Arnold	Polio/Iowa Energy Game Com	11/8
Eric Dickinson	Polio/Iowa Energy Game Com	11/8
Ed Arnold	Polio/Iowa Energy Game Com	12/13
Diana Reed	Polio/Iowa Energy Game Com	12/13
Leslie Malcom	E-Club Make-Up	11/4
Leslie Malcom	Des Moines AM Club	12/6
Wanda Armstrong	Board Meeting	12/14
Liz Nead	Board Meeting	12/14
Bill Corwin	Board Meeting	12/14
Brad Helgemo	Board Meeting	12/14
Leslie Malcom	Board Meeting	12/14
Jim Arthur	Board Meeting	12/14
James Alan Smidt	Board Meeting	12/14
Eric Dickinson	Board Meeting	12/14
Ed Arnold	Board Meeting	12/14
Wanda Armstrong	Salvation Army Bell Ring	12/17
Liz Nead	Salvation Army Bell Ring	12/17
Gene Gabus	Salvation Army Bell Ring	12/17
Gil DeRoos	Salvation Army Bell Ring	12/17
Jim Lipscomb	Salvation Army Bell Ring	12/17
Larry Sample	Salvation Army Bell Ring	12/17
Wendi Wilson	Salvation Army Bell Ring	12/17

BIRTHDAYS

Jan 13 Marv Johnson

Future Information

<u>Program</u>	<u>Greeters</u>	<u>Invocation</u>	<u>Sergeant</u>	<u>Scribe</u>
<i>Chairperson:</i> Phil Houle	<i>Chairperson:</i> Chuck Corwin	<i>Chairperson:</i> Jim Pittman	<i>Chairperson:</i> Kevin Smith	<i>Chairperson:</i> Brenda A-Mailey
Julia Taylor, Jan 20	Kevin Smith, Jan 20	Gene Gabus, Jan 20	Bill Grask, Jan 20	Marv Johnson, Jan 20
Julia Taylor, Jan 27	New Member, Jan 27	Bill Grask, Jan 27	Dianne D-Nelson, Jan 27	A. J. Johnson, Jan 27
Vicki Foresman, Feb 3	James Allen Smidt, Feb 3	Brad Helgemo, Feb 3	Mark McAndrews, Feb 3	Phil Houle, Feb 3