



NOR'WESTER

Rotary Club of Northwest Des Moines

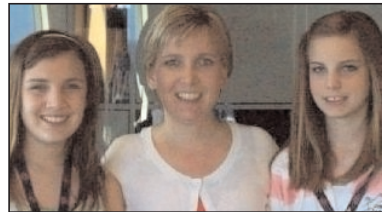
www.clubrunner.ca/northwestdesmoines

Prez Sez...

Wendi Wilson

One of the areas of Public Relations is that of managing both positive and negative publicity. As we are gearing up the Public Relations for our club, we would be remiss if we did not cover all avenues. Our club has not had any crises that created bad publicity, and we all hope that nothing untoward happens in the future. However, bad things sometimes happen when we least expect them. If this occurs, we need to respond to inquiries from the media in a prompt and honest manner, while keeping the club in the best possible light. This is best done if we have a spokesperson who is prepared to respond in a proper manner.

Ideally this person will remain the same from year to year. The Board has selected Cam Torstenson to be our spokesperson in the event of a crisis. If you are contacted by the media about a sensitive matter concerning Northwest Des Moines Rotary, please refer the matter to Cam.



Abbie, Prez & Gabi

Scribbles

A.J. Johnson

City Manager Urbandale

**WINNERS: URBANDALE,
A.J. JOHNSON, DRAKE,
IOWA STATE, U OF IOWA**

The October 23, 2009 NW Rotary of Des Moines meeting was held at the Urbandale Golf and Country Club. The Invocation was given by Dave Nagel and the Sergeant duties were adequately performed by Rick Grant using the theme of "Support your local football team". Two visiting Rotarians were in attendance; Bruce Kelly from DM Noon and Jim Riordan from Waukee. Mr. Riordan later met with Jim Arthur to discuss a possible joint overseas water project or hospital project. Several guests attended, including; Jan Herke -Urbandale Parks and Recreation (Gene Gabus), Tim Sitzman - Mr. B's Clothing (Dave Smith) and Brenda Auxier-Mailey - Urbandale Schools (Julia Taylor). Mark McAndrews formally announced the birth of George Thomas McAndrews at 9lbs 13 oz. Mary Francis McAndrews and the baby are doing very well. Beth Goedken won the drawing.

Our program speaker was arranged by Brad Helgamo. A.J. Johnson, Urbandale City Manager, presented some background material on his professional career, and where the City of Urbandale has been and where we are headed. He and his wife are both Des Moines natives and are glad to be back in the area. "Urbandale and indeed, the State face some challenging times," although the City has many reasons for pride and optimism. Urbandale was ranked the 42nd best city under 50,000 population by CNN and Money Magazine, one of a few selected for 6 straight years. Urbandale has managed to keep property taxes low, while maintaining infrastructure and services. Urbandale is the second fastest city, behind Ankeny in new housing starts for the last 10 years, and sales are beginning to improve again. The 12th largest city at 38,900, Urbandale has current capacity (infrastructure) to support a population of 72,000. ...continued...



October 30, 2009
Program:

Rob Smith
Building a Better Iowa

Arranged By:

Joe Kobes

Greeter:

Matt Bunker

Invocation:

Jenifer M-K

Sergeant:

Dianne D-Nelson

Scribe:

Jim Arthur

2009-10

OFFICERS AND DIRECTORS

Wendi Wilson, President
Eric Dickinson, President Elect
Brad Helgemo, Secretary
Wanda Armstrong, Treasurer
Ed Arnold, Director
Jim Arthur, Director
Chuck Corwin, Director
Rick Grant, Director
Marcus Dunn, Director
Cam Torstenson, Past President
Dianne D-Nelson, Exec Sec
Mark McAndrews, Exec Treas

Future Programs

11/6: Cal Litwiller
District Governor

11/13: Liz Nead
Owner, Nead Inspiration

Scribbles continued...

Meredith Drive will be expanded to five lanes from 86th Street to 112th Street in 2011. We will also continue to enhance our Fire and EMC facilities, moving to more paid professional public safety employees. Urbandale is the only city in Iowa to participate in a "no cost to the city" drug discount program, saving residents nearly \$20,000 so far.

After the meeting, checks were presented to the Urbandale Police for the Bike Patrol (\$1,000) and to the Urbandale Parks and Rec. Dept for Trail Marking (\$2,500). Thanks to the Bike Ride and the Committee for raising these funds.

Respectfully Submitted,
Ed Arnold, Scribe

Rotary Minute...

Avenues of Service

The term Avenues of Service refers to the four parts of the Object of Rotary: Club Service, Vocational Service, Community Service, and International Service.

Although the Avenues of Service are not listed in the constitutional documents of Rotary, many Rotarians use this concept to describe the primary areas of Rotary activity.

- **Club Service**
- **Community Service**
- **International Service**
- **And this months topic...Vocational Service.**

Vocational Service describes the opportunity each Rotarian has to represent the dignity and value of his or her vocation to the other members of the club, as well as the responsibility of the club to undertake projects related to such areas as career planning, vocational training, and the promotion of high ethical standards in the workplace.

When a Rotarian understands and travels down the Four Avenues of Service, the Object of Rotary takes on even greater meaning.

We'll Be Singing . . .



Opening:
God Bless America
Song Time:
The Four-Way Test (#18)
When You're Smiling (#82)

TRICKS

What would a monster's psychiatrist be called?
Shrinkenstein...

What did one ghost say to the other ghost?
"Do you believe in people?"

What do you call someone who puts poison
in a person's corn flakes?
A cereal killer...

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

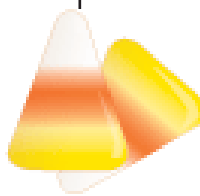
Chuck Corwin

Phone: 515-226-7605

Fax: 515-223-9301

ccorwin@bryton.com

BIRTHDAYS



October 10

Dianne Downing-Nelson

October 19

Larry Sample

BIRTHDAYS

Future Information

Program

Chairperson:

Gil DeRoos

Wendi Wilson, Nov. 6
Dave Smith, Nov. 13
Doyle Sanders, Nov. 20

Greeters

Chairperson:

Nancy Johnson

Nancy Johnson, Nov. 6
Paul Kirpes, Nov. 13
Ed Arnold, Nov. 20

Invocation

Chairperson:

Jim Pittman

Mark McAndrews, Nov. 6
Jim Lipscomb, Nov. 13
TBA, Nov. 20

Sergeant

Chairperson:

Kevin Smith

Leslie Malcom, Nov. 6
Ed Arnold, Nov. 13
Richard Keith, Nov. 20

Scribe

Chairperson:

Larry Sample

Dan Boes, Nov. 6
Jeff Bremer, Nov. 13
Brett Bremser, Nov. 20