



# NOR'WESTER

Rotary Club of Northwest Des Moines  
[www.clubrunner.ca/northwestdesmoines](http://www.clubrunner.ca/northwestdesmoines)

## Prez Sez...

Wendi Wilson

This past month, the RI Board of Directors adopted a new membership slogan, "Each Rotarian: Reach One, Keep One". The new slogan emphasizes our need to both recruit and retain our membership in order to grow our club.

Membership development is each of our responsibilities. We have to invite our friends and business associates to join; and we have to work together to keep each other interested in staying a member of this fantastic organization. Let's work on getting to know and include our newer members and then invite more to join.

Thanks to Dr. Randy, we have already started this year with a new member, let's keep up the good work!



## Scribbles

### Emily Williams-Bouska Capital Campaign Dir. Blank Park Zoo

Gil DeRoos arranged an informative program on the Blank Park Zoo Capital Campaign. Emily Williams-Bouska returned to Iowa and has been Capital Campaign Director for a year. In four phases over a six to eight-year period, the Zoo will expand from its current 23 acres to 103 acres. The \$40 million Wild About Animals Campaign will increase the Zoo's role in the growth of Iowa tourism and economic development.

Some statistics follow: 390,000 visitors last year, 100,000 participants in education programs, 2,500 critters to manage, 43 full time staff plus 25 additional part time seasonal staff, visitors from all 99 counties.

The Zoo expansion is the cornerstone of the Super Block Plan made up of 10-12 entities that agreed to a plan intended to spark south side economic development creating destination space. The Highway 5 bypass is a plus. South Ridge Mall is the #9 taxpayer in Des Moines. A portion of Blank Park Golf Course will become part of the Zoo expansion property which will take 2-3 years to convert.

More statistics: In terms of economic contribution, the Zoo is #2 to the State Fair. 20% of the visitors to Henry Doorly Zoo in Omaha are from Iowa. Doorly occupies 100 acres with multi buildings thanks to a significant benefactor. One objective of the expansion is to increase tourism dollars spent in Iowa. The target is for the Zoo to become the #1 cultural attraction in Iowa and help keep and attract people to live in Iowa. In general, zoos are very good at sharing information and resources. Employees love to work at Blank Park Zoo.

During the meeting, we learned that the most recent visitors to the Zoo were our Rotary Guests from California. Your scribe thoroughly enjoyed part of the day Saturday with two grandchildren at the Zoo. It was a busy day, the parking lots were overflowing, but we had no problem maneuvering two strollers and their drivers around the 23 acre attraction.

Larry Sample, Scribe



July 24, 2009  
Program:

## GSE Team

Arranged By:  
Jeff Bremer  
Greeter:  
Don Chafa  
Invocation:  
Julia Taylor  
Sergeant:  
Richard Keith  
Scribe:  
Bill Corwin

## 2009-10

### OFFICERS AND DIRECTORS

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

### Future Programs

7/31: Michelle Hamilton  
Alzheimer's Assoc.  
8/7: Mark Heppner  
Salisbury House

## 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)

### Thursday

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

Des Moines, Hotel Fort Des Moines, (Noon)

Winterset, Northside Cafe, (Noon)

### Friday

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

## Rotary Minute...

### Object of Rotary

In some areas of the world, weekly Rotary club meetings begin with all members standing and reciting the Object of Rotary.

This statement comes from the RI Constitution.

The Object of Rotary is "to encourage and foster the ideal of service as a basis of worthy enterprise."

The statement then lists four areas by which this "ideal of service" is fostered: 1. the development of acquaintance as an opportunity for service;

2. high ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

3. the application of the ideal of service in one's personal, business, and community life; and 4. the advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.



## We'll Be Singing . . .

TBA

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



July 22  
**Dick  
Amick**

BIRTHDAYS

## Future Information

### Program

Chairperson:

**Gil DeRoos**

Chuck Corwin, July 31

Dave Piersal, Aug 7

TBA, Aug. 14

### Greeters

Chairperson:

**Nancy Johnson**

Don Chafa, July 31

Don Chafa, Aug 7

TBA, Aug. 14

### Invocation

Chairperson:

**Jim Pittman**

Randy Taber, July 31

Kevin Smith, Aug 7

TBA, Aug. 14

### Sergeant

Chairperson:

**Kevin Smith**

Gene Gabus, July 31

Bill Grask, Aug 7

TBA, Aug. 14

### Scribe

Chairperson:

**Larry Sample**

Leslie Malcolm, July 31

Tiffany Menke, Aug 7

TBA, Aug. 14