



# THE KEYWAY

ROTARY DISTRICT 5970 • JILL OLSEN, DISTRICT GOVERNOR, 2012-13

December 2012

## From the Governor: Meet Herb Wilson, a Rotary hero

by District Governor Jill Olsen

Herb Wilson (PDG 6000) is a Rotary hero. He wouldn't want me to say that, but I am saying it anyway. I first met Herb and his lovely wife Janice last summer, and I take every opportunity to meet him anywhere I can. It is not often you cross paths with the likes of someone like Herb.

Herb is a hero, not because he is an Arch Klumpf Society member (which means he and Janice have given \$250,000 to the Rotary Foundation). He is a philanthropist on many fronts: Purdue University, the Herbert Hoover Museum, Hancher Auditorium, and Preucil School of Music, to name a few.

It's always easy to say, "Well, Herb has a lot of money, so he can give a lot" and dismiss our own responsibility. But Herb has a choice and so do we. Maybe we can't give on his scale, but most of us could give \$85 a month, for example, and be a member of the Paul Harris Society—enabling a doctor to travel to do corrective surgery or establishing microcredit loans--any number of projects both here (and abroad).

When you do that, you become a Rotarian hero, too. Or maybe it's earmarking money in an insurance policy or your will. As a Bequest Society Member you leave a legacy more important than money. You leave a message to your heirs about what you valued in your life--a living epitaph to the years of being a Rotarian, a living testament to "Service Above Self."

But back to Herb. Herb is a hero because he lives the truth. That truth, he is quick to tell you, is commitment. When he responded to a question during a recent speech about how to engage new Rotarians, he spoke about commitment. He advised new Rotarians to take the first opportunity to



PDG (6000) Herb and Janice Wilson

become involved and commit to it—serving on a committee or volunteering at a service event. He talks about the commitment he and Janice made to various causes long before they knew how they could meet that commitment. (Herb was the youngest of eight children and grew up poor—no silver spoon for this guy.) And when he was financially comfortable, he continued to find ways to help out. Herb is fond of sharing a quote from W. H. Murray that includes, in part:

"Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness... The moment one definitely commits oneself, then providence moves, too. A whole stream of events issues from the decision...which no man could have dreamt would have come his way. I learned a deep respect for one of Goethe's couplets: 'Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it!'"

Interestingly enough, the idea of boldness is echoed in the words of PRIP Ray Klingensmith when he calls for us to be "Bigger, Better, Bolder." Whether your commitment is financial or a gift of time (or both), there is deep truth to what Herb says and lives. To again quote Goethe, "Dream no small dreams; they fail to stir the hearts of men."

The work Rotarians have already accomplished in the world demonstrates we have no small dreams. Eradicating polio makes Rotary world class. I will continue to act on my commitment to be a Rotarian and the work of its Foundation and I hope you will, too. And I look forward to learning more from Herb. He is one awesome Rotarian.



## New president

Jennifer Hecht, president of the Storm Lake Club, is the district's newest club

leader. She attended PETS last year in Rochester as the president-elect nominee and plans to attend this year's PETS training in Des Moines.

## District to recognize Club members' service

This year Rotary International is allowing each district to recognize those Rotarians who have distinguished themselves with service: service to their club, their community, or the world.

If a Rotarian in your club deserves recognition, please send an email nomination to DG Jill along with the reasons why you believe this person is deserving.

## ROTARY CLUB ESSENTIALS

*by PDG Jim Henry, District 6960*

### ITS CUSTOMERS

Rotary Members

### ITS PURPOSE

The Object of Rotary

### ITS MOTTO

Service Above Self

### ITS CREED

The Four Way Test

## Storm Lake Club raises \$4,000 with Harlem Ambassadors event

The internationally acclaimed Harlem Ambassadors basketball team, which works with not-for-profit and service organizations, partnered with the Storm Lake Rotary Club in a community fundraiser at Buena Vista University on Oct. 3.

The Storm Lake Turkeys team included Rotarians Alex Girres, Jeff De Haan, Tracee Dierenfield, Jake Heuton, Dan Joyner, Matt Phillips, Mark Shea, and Tim Steffen.

On the day of the event, the Harlem Ambassadors also spoke to Storm Lake fifth and sixth grade students and performed fast-paced, entertaining basketball routines. The evening fundraiser netted more than \$4,000, which has been earmarked for a large upcoming project in the Storm Lake community. See photo from the event at [www.facebook.com/SLRotary](http://www.facebook.com/SLRotary).

## Rotarians encouraged to become charter members of 5970 Paul Harris Society

*by District Rotary Foundation Chair Doug Laird*

District 5970 is in the process of formalizing a program to recognize individuals who wish to go beyond Paul Harris Sustainer or Paul Harris Fellowship status.

The Paul Harris Society is a special district recognition program designed for Rotarians who wish to support The Rotary Foundation in a more substantial way. It will recognize Rotarians and friends of The Rotary Foundation who annually contribute \$1,000 or more to the Annual Programs Fund, PolioPlus, PolioPlus Partners, or the Humanitarian Grants Program.

Rotarians who sign a commitment card to join the District 5970 Paul Harris Society before the 2013 District Conference (Feb. 9-10) will be considered charter members.

The first Paul Harris Society was established in 1998 in District 5340 (California, USA) by District Governor Wayne C. Cusick. The idea gained momentum and quickly spread to other districts throughout the world. Trustees of The Rotary Foundation officially approved the Paul Harris Society as a district-administered recognition program effective July 1, 2006.

If you are interested in further information please contact Douglas Laird, DRCF, or Ken Kolek, PDG and Paul Harris Society Chair.

The Paul Harris Society:  
*a select group of*  
**Rotarians**  
who remain constant  
in their support of  
**doing good in the**  
**World**  
*chartering 2.10.13*





The scenic Trout Run Trail skirts the City of Decorah.

## Decorah club sponsors 'Loop de Loop'

It took more than 12 years and over \$8 million to complete the Trout Run Trail, an 11-mile recreational trail that loops around the city of Decorah.

As completion of the trail approached, members of the Decorah Rotary Club realized they needed to do something big. After all, it was the Decorah Rotarians who provided the seed money in 1999 to a group of volunteers who wanted to do something to promote healthy lifestyles in Northeast Iowa. Those volunteers included a number of Decorah Rotary Club members, including Mike Huinker and Harlan Satrom.

The land around Decorah is extremely hilly, which is why it took crews so long to complete the trail, at one point having to blast through the limestone cliffs near the city. But Decorah Rotary Club members realized the same hills that made construction a difficult challenge would make a race on the course an enjoyable challenge.

That led to plans for the "Loop de Loop" half-marathon and 5k run/walk, with the half-marathon route using all of the Trout Run Trail (and a little more!). Realizing the event would be a good way to "kick off" dedication of the trail, Rotarians joined with other Decorah groups in planning a September Trail Dedication Weekend.

All 80 Decorah Rotary Club members were drafted to handle race registration and assigned spots all along the 13-mile route. While organizers expected 200 to 250 runners, they were surprised by a turnout of nearly 325 and ran out of t-shirts. The event raised more than \$9,000 after expenses. Some of the proceeds will go toward projects supporting the recreational trail, while the rest will help the Decorah Rotary Club complete projects aimed at children and families in Northeast Iowa and beyond.

"'Loop de loop' proved to be a great Rotary fundraising activity," said Decorah Rotary Club president Mike Haluska. "Not only did we raise approximately \$9,000 in our first year, but this activity did more to get our entire club involved and in the public eye than anything else we've attempted. It was a great time for all involved!"

## Bellevue continues cemetery restoration

by Frank Wetzstein  
and Sara Millhouse

The Bellevue Rotary Club is four years into a long-term project to restore and preserve the community's oldest cemetery.

Beautifully inscribed markers in Bellevue's "Old City Cemetery" constitute a rich historical record of the earliest settlers in the area, dating to the 1830s. Time and the elements have threatened the existence of most of these headstones and caused others to tip, fall, and be lost over the years.

Bellevue Rotarians have taken on the task of constructing adequate concrete bases for these stones and even piecing together broken markers as we find them. The American Legion, citizens, and students are assisting in this effort.

The process includes removing brush and weeds, locating graves and headstones via a 6-inch by 6-inch grid search, mapping the graves, pouring new foundations, repairing and/or reassembling headstones, and general clean-up.

So far, we have located, poured foundations, repaired markers, and mapped more than 94 graves. More than 30 stones remain in need of repair as the club enters Year 5 of the project



**Rotary Hall at NewBo City Market in Cedar Rapids**

## Cedar Rapids metro clubs unveil Centennial Project

Seven Cedar Rapids metro clubs with a total of 740 members chose NewBo City Market as a project to commemorate 100 years of Rotary in Cedar Rapids.

Criteria for the Centennial Project were economic recovery for the flood-affected community; lasting and prominent visibility for Rotary; and a focus on touching younger lives and families who would see Rotary as an integral part of the community and not just an emblem on a sign at the city limits.

After vigorous discussion, the NewBo City Market was determined to meet these criteria. The seven Metro clubs committed \$200,000 to the \$3.8 million project cost as a capstone gift. An additional 316 donors make this truly a community project.

NewBo City Market is a centerpiece of economic revitalization and redevelopment in the Bohemian District of Cedar Rapids, one of the many flood-stricken areas in this city with a deep Czech and Slovak heritage.

The Rotary Hall at NewBo City Market will, in perpetuity, identify Rotary and Rotarians as an integral part of the city's economic and flood recovery. It is estimated that approximately 78,000 patrons will utilize the Market annually. Youth and area residents who visit the Market will be visibly reminded of Rotary's role in this redevelopment.

## Future Vision requires rethinking grant procedures, scope

by PDG Dick Moeller

The Future Vision Plan, which our district will launch on July 1, 2013, requires us to rethink our plans for grants and the scale of these grants. Under Future Vision:

- Our district grant committee will have a greater responsibility in evaluating and awarding project proposals.
- Every club that anticipates applying for a grant, whether at the district or global level, must have at least one member attend a Grant Management Seminar to be trained for that current year.
- The club president and president-elect must sign the Rotary Foundation Memo of Understanding (MOU) and the District 5970 Addendum to The Rotary Foundation MOU. This will ensure that all parties are aware of the procedure to receive a grant and complete the reporting process.
- Minimum dollar amounts for district grants are \$1,500 from the club and \$1,500 from district funds. Maximum amount to be awarded is \$14,999. Minimum dollar amounts for global grants are \$15,000 from The Rotary Foundation and \$15,000 local match.
- Eligible activities/areas of focus for either a district or global grant include:
  - Peace and Conflict Prevention/Resolution
  - Disease Prevention and Treatment
  - Water and Sanitation
  - Maternal and Child Health
  - Basic Education and Literacy
  - Economic and Community Development
- Our district will offer training sessions (grant management seminars) for Rotarians at convenient locations after our district governor-elect and foundation chair return from their training at the international assembly in California in January 2013,
- Once we are all comfortable in our new way of doing grants, it will be better for all of us if we can go about our business of "Doing good in the world."

# Dubuque Rotarians mentor two Interact clubs

The Wahlert Catholic High School Interact Club in Dubuque is now in its third year and stronger than ever. Membership in the club has maintained at approximately 50 students, who pay \$15 per year in dues and receive a t-shirt, designed by the club and worn to Interact-sponsored events.

Wahlert Interactors' signature project is an annual dance marathon, which benefits the Children's Miracle Network. This year's marathon will be held in January, and the students anticipate breaking last year's fundraising record of more than \$4,000. Other projects include visits to area nursing homes by Mrs. Santa (played by Patricia Kemner), serving meals and socializing with clients at the Dubuque Rescue Mission, calling Bingo at local retirement centers, and adopting a needy family.

One Wahlert faculty member is assigned to coordinate club activities.

By Fall 2012, word about the success of the Wahlert club had reached the other two high schools in Dubuque. Hempstead High School stepped up and inquired about the possibility of starting their own club, fueled by the energy of four students who attended RYLA last summer. These students formed the first Hempstead Interact Board of Directors in September and have launched the new club effectively and efficiently.

Twenty-six charter members of the Hempstead Interact Club have paid their dues for the 2012-13 year, and an additional 13 have expressed a strong interest. The club has also elected to provide confidential

assistance to students who may not be able to afford the \$15 dues. The club charter is being readied for submission to RI for official recognition.

Hempstead has already organized its four standing committees and begun its first community service project. This holiday season, Interactors will provide Christmas gifts for six needy Hempstead families. Students are busy soliciting donations of clothing, toys, and gift cards from friends, family, and local businesses. The group has brainstormed several additional community and international service ideas, and the respective committees are in the process of making recommendations to the board.

Three guidance counselors coordinate the club's activities.

Both Dubuque Interact clubs engage in a number of fundraising activities, relying heavily on tip nights at local restaurants, where students bustables and help clean up at

the end of the night. In exchange, clubs receive 10 percent of the evening's sales and all of the tips left on the tables. An evening's work can yield more than \$300.

With the addition of the Hempstead Club, Dubuque Rotary slightly altered its Interact structure. President Bob Woodward appointed Scott Schneider as Interact chair to oversee operations of both Interact clubs, and a dedicated team of Rotarian volunteers mentor Interact Club officers to help them perform their duties. Membership meetings are held twice per month with board meetings occurring at least once per month.

The clubs elect officers at the end of the school year, with a vice president/president-elect position providing succession planning. The VP/PE must be an underclassman who can serve as president in the following year. Three other offices and two board positions have no age restrictions.

## Marion club announces April marathon

The Marion-East Cedar Rapids Rotary Club will sponsor the **Marion Rotary Marathon for Shoes** April 20-21. The weekend will be filled with a variety of health and fitness activities, including a **marathon, marathon relay, half marathon, 5k, mile fun run, community bike ride, health expo, and pasta dinner**. Proceeds from the weekend will benefit programs supported by the Marion East Cedar Rapids Rotary Club, including Shoes for Kids.

The **26.2-mile marathon** is a **first for the Cedar Rapids market**. Participants will be treated to a relatively flat course throughout the Marion community. **Registration and complete marathon details are available at [www.marathonforshoes.com](http://www.marathonforshoes.com).**



**Chuck wears his signature Rotary Wheel at the 2012 International Convention in Bangkok.**

## **Chuck Burke:**

### *A Rotarian you should know*

Dennis “Chuck” Burke joined the River City Sunrise Rotary Club in July 2000, after spending a month in Bangalore, India, as a non-Rotarian team member on a Group Study Exchange.

He has worked on every club committee, as well as chairing his favorites, International Service and Foundation. He served as club president in 2005. In 2007, he answered the call to become an Assistant Governor and works with the Hampton, Osage, Mason City Noon, Clear Lake, and River City Sunrise clubs.

Chuck's has chaired the District Duck Race since 2007 and serves as his club's Foundation chair. In 2011, the River City Rotary Club became District 5970's first-ever Paul Harris club.

A volunteer with the Make-A-Wish Foundation of North Iowa since 1991, Chuck is also active in his church. In March, he will complete 25 years in full-time EMS (Emergency Medical Services), currently as a paramedic for the Mayo Clinic in Rochester, Minn.

Chuck has attended the past eight Rotary International Conventions and says he has made many great friends through Rotary. He describes his favorite events as the District conference and PETS training.

“If every Rotarian traveled to do some type of international service project, he or she would be a Rotarian for life,” Chuck said.

Chuck still remembers Art Gratias, a longtime servant of the North Iowa community, saying, “Service is the rent we pay for living on this earth.”

“You should not look on service as a burden or a sacrifice, but as a badge of honor,” Chuck said. “Helping someone you will probably never meet, is truly a gift. Don't give until it hurts—give until it feels good

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## **Pat Ipsen:**

### *A Rotarian you should know*

Shortly before I graduated from high school in Jefferson, Iowa, Mr. Linduska, the school principal called me into his office. He gave me an envelope with \$80 that he had collected from my teachers. He knew that my parents did not have the resources to pay for college and that I was financing my way entirely with federal loans, work study, and scholarships. The money in the envelope was “pocket money” so to speak.

These days, \$80 may not seem like a lot of money, but in 1966 it might as well have been \$8 million. It told me that someone cared about me and believed in me.

Mr.Linduska said that the money was not a loan but that someday I should help someone else. I never told anyone the story until my 40th class reunion, but I always carried his message within me.

I was invited to join Rotary right after spearheading a new library facility in New Hampton. We had received terrific support from the community, and I felt Rotary was an opportunity to say thanks. Although I had been active in other organizations and involved in community projects, I felt that Rotary gave me many more opportunities for service because it supported both local and international projects.

What I did not know was that for any service I could do, Rotary would give so much more back to me. It has been a major factor in my personal development. I have grown in leadership skills, self-confidence, and willingness to step outside my comfort zone. The service trip to Nicaragua was a high point, but the best part of Rotary has been meeting so many wonderful Rotarians who inspire me with their personal stories and passion for service.



**Pat is an assistant district governor.**