

## **ROTARY AFTER DARK JUNE 28, 2016**

### **Meeting in the Pub of the Minneapolis Club**

**The reporter was late due to downtown traffic and construction and arrived in time for the end of the “Question of the Night.” The question was “What needs to be invented?” Most replies were related to making things better, easier and more economical to save time and money.**

This is where the reporter took over his duties. Marlene Dieterich and Russ Michaletz had a number of announcements.

\* The Knicker Open is upon us with opportunities for golfing, eating and financial help for the Boys and Girls Clubs. Check out the numerous things in this week’s COL Bulletin and web site for details.

\*The Summer picnic will be on August 4<sup>th</sup> at the home of George Broostin and Jake Borst at their home at 5137 38<sup>th</sup> Ave S, in Minneapolis beginning at 5:30 pm. Make reservations and get more info on the COL web site.

\*The Diversity & Inclusion Task Force will hold its kickoff meeting on Tuesday, July 5 at 5:00 pm at the Normandy (405 S 8<sup>th</sup> Street.) All are Welcome.

\*Jodi Petrich will take her Presidential Chair on Wednesday, July 6, along with her Leadership Team. This will kick off our new Rotary Year.

\*Ken Stone announced the Canstruction Project for COL. Last year, we constructed a display which was awarded First Place in the “best use of colored food cans” category. More info is to come.

\* The next meeting of RAD is July 12 with the program to be announced.

### **Tonight’s Program was introduced by Russ Michaletz**

Jake Portra is one of the founders of Nesel Packs an entrepreneurial startup company started by students in the Carlson School of Management at the University of Minnesota. The members were in a year-long course in which students ideate, form and, operate businesses. The mission of Nesel is to provide sensory friendly products to help students with Autism Spectrum Disorder and other disabilities thrive at school and in life. The group founded the company to design and market the world’s first sensory friendly backpack for children with autism.

They had a financial goal of \$10,000 and raised over \$35,000 from Kickstarter and 285 backers. The backpacks have a design patent to prevent copies. The backpacks are manufactured in a northern Minnesota factory at a cost of \$75 each and sell for \$125 each. To date they have donated and sold nearly 300 backpacks.

After graduating from the University later this year, Jack has agreed to lead the company. He will concentrate on an online/website, network with partner organizations, selling to schools/programs, and market through catalogs.