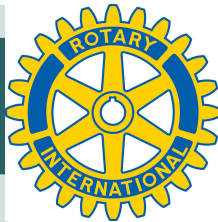


July 7, 2011
7-11 Edition



The Rotary Banner

CLUB OFFICERS

PRESIDENT

Dave Miller

PRESIDENT-ELECT

Eric Barger

SECRETARY

Lori Palmer

TREASURER

Cory Gallivan

DIRECTORS

CLUB SERVICE

Paul Hoover

VOCATIONAL SERVICE

Rhonda Plueter

COMMUNITY SERVICE

Mark Allison

INTERNATIONAL SERVICE

Rod Croxford

YOUTH EXCHANGE

Dave Miller

NEW GENERATIONS

TBA

SERGEANT AT ARMS

Rick Hooks

BANNER EDITOR

Larry Lacher

CLUB ARCHIVES

Rick Hooks

FOUNDATION OFFICERS

PRESIDENT

Erin Phillips

TREASURER

Mark Speciale

SECRETARY

Rose Sebastian

PROGRAM

TODAY

Red Littleton

Doug Booton

E.A. Water Dept.

NEXT WEEK

Lori Palmer

Greg Worthen

ID Theft

BIRTHDAYS

7/4: Allen Hale

East Alton Rotary Club

Chartered Oct. 28, 1971 District 6460

www.eastaltonrotary.org

Agri-tech

Charlie's guest speaker last time was Jeff Haferkamp. Charlie knows Jeff from his days at Olin, but Jeff is now involved in a consultation firm that works with medium and large farmers to help them to increase the efficiency and productivity of their "row crops." Row crops are simply grains that are normally planted in rows including corn, soybeans, wheat, and cotton.

Jeff discussed some interesting statistics regarding row crops, concluding with what is common knowledge: medium-sized farmers are getting squeezed out. There is a shrinking percentage of the population that lives on farms and the average age of the farmer is increasing. As a result, farms are growing larger, and farming is becoming more technologically advanced. Another class of farming that is growing is the very small farm that is growing crops for niche markets.

Among other things, Jeff discussed the fact that farmers are now relying on computers to customize fertilization rates and placement, herbicide treatment, and harvesting patterns. Large farms are using GPS tracking and soil analysis to precisely control how the land is farmed. The result is less overspray and over-application of chemicals, greater soil conservation, less chemical run-off, greater yields, and more predictable outcomes for farming.

Jeff's company is committed to helping farmers respond to these changing conditions while maintaining social responsibility and family orientation.

News, Notes, Nonsense, and Nothings

Our last regular meeting was attended by 23 members and guests, including Charlie's brother, Willis Kunz. Wendel presented a makeup from the Land of Goshen club and Julia presented Roast Beef as the meal du jour. The cupcakes were especially enjoyed by several hearty lunchers.

-- Dave was gettin' his last hookie in and Roger was sportin' a lovely yellow scooter badge. Mark S. was substitute money taker and Brad was providing the technological expertise.

-- Joe was called on to answer the trivia challenge, but failed to identify five of the first fifteen original tenants of Eastwood Plaza. Mark A. picked the pockets of all who did not attend the Rotary Day at the Cardinals.

--Allen was celebrating a "perfect" doctor's appointment. Red was celebrating the fact that his daughter is cancer-free. And Larry was celebrating the fact that his home is dog-free.

--The 50/50 deck was fingered by Virgil and Joe whose consecutive numbers were chosen in order. Nevertheless, that was the end of the luck as they both passed on the \$84 kitty.



Reach Within to Embrace Humanity

MAKE UP SITES

MONDAY

NOON

- Wood River--St. John UCC, WR
- Jerseyville--Peace United Church

6 PM

- Alton-Godfrey--Alton Sports Tap

TUESDAY

NOON

- Collinsville--Holiday Inn
- Granite City--Niedringhaus Methodist
- Highland--Michael's Restaurant

WEDNESDAY

7 AM

- Bethalto--Red Apple

NOON

- Goshen--LCCC Center, Edwardsville

THURSDAY

NOON

- Riverbend--Mac's Time Out Lounge, 315 Belle St.
- Edwardsville--First Christian

FRIDAY

NOON

- Troy, Silver Creek--Pizza Man

To locate a club where you are visiting check: <http://www.rotary.org/en/AboutUs/SiteTools/ClubLocator/Pages/rid>

COMING EVENTS

7/21: Rotary Social night at the Grafton Winery

East Alton Rotary Club

P.O. Box 56
East Alton, IL 62024

Service Above Self.

FOUR WAY TEST

- Is it the Truth?
- Is it Fair to all concerned?
- Will it Build goodwill and better friendships?
- Is it Beneficial to all concerned?

We're on the Web!

See us at:

www.eastaltonrotary.org

Find us on Facebook

Check out our blog at:

eastaltonrotary.blogspot.com

From the Archives

July 11, 2002

-We celebrated Allen and Mark's birthdays.
-Rose returned from vacation just in time to turn the President's gavel over to Joe.
-Hartford Ribs became our caterer.
-Mark S. and Izzy (Hall of Fame Cardinal reliever (NOT)) rubbed elbows at a neighborhood BBQ
-Cecil won the 50-50.
-Joe reported that our golf tournament raised \$4800.
-8 members along with Sally and Betsy worked the last Cardinal concession stand on June 23rd.
-Mark V. received the Paul Harris Award. CR Systems was honored as the Business of the Year.
-Rodney Palmer and Daniel Stuby sang for us at the recent Installation Dinner.

Installation Dinner Highlights

Our annual installation dinner was a great night with food and friends. Julia provided a wonderful buffet that was enjoyed by all who attended. Rick and Brad provided a running slide show of our last year in pictures. It can be viewed at our website. Pour a fresh cup of coffee and enjoy all 700 pictures.

Our evening was highlighted by the presentation of the Business of the Year award to Chef Bob's Catering, who finally got to just sit and enjoy a meal.

Our Paul Harris award recipient was absent, so he will be presented his honor at a regular club meeting.

Several longevity awards were presented by Paul, notably to Wendel Ross for 20 years and to Don Brandt, in abstencia.

President Chris handed off the gavel to our new

president, Dave M. who waxed poetic as he received his new office. Dave named new officers noting that there was not much change except that Charlie has relinquished Community Service which has been picked up by Mark A. and that a replacement for Eric is being sought for the New Generations chair.

Dave went on to say that his term will continue to depend on the able labors of those who have faithfully carried on the duties of the club each year. He is looking forward to seeing the Lawn and Garden show come into reality as a new approach to fund-raising and community involvement. He also warned us that during his term starting late and going long will be fine-able offences. A whole new blame game could be in the offing.

Board Meeting Notes

-The checking account had a balance at the end of May of \$1673.
-The Foundation account carried a net balance at the end of May of \$93,000.
-We have just concluded the 15th year of the current version of our scholarship program.
-Lori recently attended the District New Generations committee meeting.
-The River Bend Lawn and Garden Show vendor flyer is just about ready to be sent to potential participants.
-Our "eastaltonrotary.org" domain name will be renewed for 9 years at a cost of \$98.94.
-A \$25 contribution will be made to the Hartford Assembly of God to support the "Back to School Bash".
-We will sponsor a car in the Soap Box Race of Fun event to be held on September 10th.
-The new Rotary cog sign and bracket have arrived. Mounting is next.
-The current 1st Mid-American Credit Union branch manager, Jeny Lewis, is a potential new member. She replaced Missy Walsh who no longer works for Mid-America.

Just for Fun

A man moved to a mountain top to get rid of the hustle and be alone. One day he heard a knock at the door and no one was there but then he looked down and there sat a snail and it said "It is quite cold out here can I come in?" The man shouted, "NO, why don't you all understand I want to be alone!" and he kicked the snail down the mountain. One year later there was a knock at the door and no one was there and then he looked down and there again sat a snail and it said, "What did you do that for?"

Mensa Moment

Name the river, along with its source and overall direction, that is approximately 3,900 miles long and carries the greatest volume of water of any river in the world.