



Wed Jul 24, 2013

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Service Above Self

*We meet WEDNESDAYS, 12:00 NOON - 1:20 PM*  
*DoubleTree Hotel*  
*445 S Alvernon Way*  
*Tucson, AZ 85711*  
*United States*

[Venue Map](#)

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#### The Wildcat Planet - Connecting, Engaging & Nurturing Wildcats for Life

Posted by Scott Vaughan on Jul 19, 2013



The University of Arizona Alumni Association offers programming and services to engage over 250,000 alumni around the world. From international ambassadors who coordinate events outside the U.S., to a network of over 35 alumni chapters and clubs in the U.S., the Alumni Association is committed to connecting, engaging and nurturing Wildcats for life. In this presentation Burke will share the many tools and programs available to engage alumni.

#### Biography - Melinda Burke, President and Executive Director

Melinda Burke '75 '81 leads the Alumni Association in engaging and connecting alumni to the University of Arizona and celebrates a

strong community of alumni and friends.

As executive director, Burke collaborates with UA colleges and campus partners to align the Alumni Association and university's mission of serving UA graduates and connecting constituents through communications, career networking, and alumni outreach. As a liaison to the association's board of directors — composed of a diverse group of alumni volunteers from around the country she listens carefully to alumni needs and serves to strengthen alumni networks regionally and nationally.

A dedicated alumna and former UA professor, Burke's UA student and alumni connections are far reaching. She enjoys meeting alumni, making vital connections, and embodying the Wildcat spirit intrinsic to the UA experience as a Wildcat for Life.

Previously, Burke served as the director of the UA Terry J. Lundgren Center for Retailing in the Norton School of Family and Consumer Sciences, where she was a Petsmart Professor of Practice and built corporate partnerships with industry leaders to expand the educational opportunities for retail students. Burke also launched an award-winning program for students in free enterprise and organized the global retailing conference hosted by Terry J. Lundgren in Tucson, Ariz.

In 2009, Burke was appointed the Petsmart Professor of Practice honoring her for her work in providing professional development opportunities to students. She spent twelve years in the retailing industry prior to joining the UA in 1993, as both a merchant and general manager in two Arizona-based retail chains.

As a professor, Burke taught retailing strategy, leadership, sales, and negotiation, lead case study competitions and coordinated experiential learning opportunities for students in the UA retailing and consumer sciences degree program. She maintains a strong network of retailing alumni who both mentor, coach, and hire the graduates of the university.

#### Weekly Program

Jul 24, 2013

[Melinda Burke](#)

The Wildcat Planet - Connecting, Engaging and Nurturing Wildcats for Life

Jul 31, 2013

[Marc Hammond](#)

Animal Bio-diversity in Tucson

Aug 07, 2013

[Club Assembly](#)

Aug 14, 2013

[Colonel Kevin E. Blanchard](#)

DMAFB: Based in Tucson, Serving the Nation Abroad

Aug 21, 2013

[Barbara Ensworth](#)

Rotary Youth Exchange

Aug 28, 2013

[Sean Miller - U of A Basketball Coach](#)

Sep 04, 2013

[Congressional Panel-Grijalva, Barber, Kirkpatrick](#)

Tucson's Congressional Delegation

Sep 11, 2013

[Col. Lawrence Wilkerson/Mr. Ray McGovern](#)

"Conflict with Iran: Facts vs. Fear"

[View entire list...](#)

#### Upcoming Events

No Upcoming Events

#### Board of Directors

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Burke earned a bachelor's of science degree from the UA College of Agriculture and Life Sciences, majoring in textiles and clothing, and a master's of science degree from the UA graduate college.

A native Arizonan, Burke is married with three children. Her husband Bruce Burke '71 '75 is a Tucson lawyer and graduate from the UA College of Agriculture and Life Sciences and the James E. Rogers College of Law. She has three adult daughters, one of whom is a proud alumna of the UA College of Medicine.

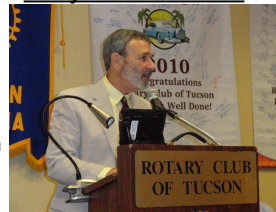
#### Mystery Editor July 17

Posted by Ed Mystery on Jul 19, 2013

Our President DAVE GALLAHER was introduced by JOE "VOICE" NEVIN. DAVE has been waiting for that introduction by JOE for a long time. On the invocation was BOB SHAFF. This was so appropriate for our group. He asked that we not bow our heads and look around the room to see all of our friends and the fellowship in the room. He said, "A great meal is one that is shared with friends and fellowship".



BOB SHAFF kicked off the 2013 Tucson Classics Car Show with the **"Find Your Groove!!"** and the **"\$5 X 5 plan"**, meaning \$5 gets you five chances to win. The grand prize of a 2004 Corvette Prize Car or \$15,000 Cash and four other prizes; a 42" LG Flat Screen TV, a 2-night Stay at George and Dawn Darling's mountain cabin in Greer, a set of 4 Tires, or a Gift Certificate at Harlow Gardens. BOB declared the **Tucson Classics Car Show...the "Best One Yet!!"** He also declared tickets for the event will be easier that ever to sell with the **"5 ways to sell tickets"** plan. We should have no difficulty in reaching our goals this year. Just **"Find Your Groove!!"**



Our speaker addressed a topic that everyone has an opinion on "Taxes". Dr. Wishnick is a published author of numerous articles and his most recent, a new book, "From a Culture of Dependency to a Culture of Success". He presented our current progressive income tax and also presented two other types of tax systems. Attempts to improve the current tax system would most likely include the flat income tax or the third option would be the FairTax. Dr. Wishnick made each of us think and opened the discussion about our current tax systems.

In closing PRESIDENT DAVE offered a toast by quoting Will Rogers. "The only difference between death and taxes is that death doesn't get worse every time Congress meets", and "The income tax has made more liars out of the American people than Golf". Both were on the mark!



#### Five Summer Reads

Posted by Jerry Harris on Jul 18, 2013

The beach anywhere, a secluded cabin in Pine Top, long summer days, and a few hours to yourself, are all scenarios to read a great book. Not a good book. But a book that may change your perspective on life, or perhaps uplift your spirit, and heighten your understanding of the world we live in. These five books are all prize winners. That does not make them great. What makes them great are the authors' attention to detail, laborious research, and ability to turn insight into masterful phrases, sentences, and paragraphs.

1. "Bunker Hill", by Nathaniel Philbrick, is a fast paced and incisive narrative of the pivotal battle between the militia of Massachusetts and the British Army at Bunker Hill. This is the way history should be written. Detailed portraits of British Generals Thomas Gage and William Howe are balanced with descriptions of Joseph Warren, a Boston doctor, who provided deft political leadership for the Colonists, Simon Poor, an African-American militiaman, and Paul Revere. This battle matched overconfident British Regulars with little or no combat experience against many Colonists who were veterans of the French and Indian War, History with excitement and impartiality.

2. "Passage to Power" by Robert Caro is the third installment of the acclaimed Lyndon Baines Johnson biography. Concentrating on the seven weeks following the assassination of President John Fitzgerald Kennedy, Caro tracks the feud between Robert Kennedy and Lyndon Johnson, the grief of the Kennedy Family, and shows where Johnson made his first misstep in Vietnam. It was to be followed by many more, of course; but Caro also shows how Johnson got the 1964 Civil Rights Bill through a Southern dominated

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Congress. Caro is not a cheerleader. He shows obvious affection for President Kennedy but observes that he was a President of style while Johnson was a President of results. Caro also documents the ruthless and boorish nature of Johnson. His treatment of Press Secretary Pierre Salinger at the Johnson ranch was inexcusable and offensive. Caro pulls no punches, just the facts. You draw your own conclusions. The book ends with Johnson triumphant and a shoo-in for the 1964 election, but by ignoring President Kennedy's plan for Vietnam, headed down a path to ridicule, embarrassment, and ultimately shame.

3. Paul Theroux is in his early seventies. The great travel writer has always had an affection for Africa. He served in the Peace Corps in Malawi in the 60's when he was younger and a hopeless romantic. Years later, he went back and toured the east side of Africa from Cairo to Cape Town. "Dark Star Rising" was published in 2003 and chronicles this trip. The theme is Theroux's impatience and disgust with Africa's attempts at self-government.

His newest book, "Last Train to Zona Verde" is about his last trip to Africa. Zona Verde refers to the green area also called "the bush" in Africa. He starts in South Africa and is mildly pleased with the results of the South African people's attempt at government. From there he goes to Namibia, and is not so impressed. Freedom from colonization has brought few improvements and the country frustrates him in its failure to move forward. He then makes a tortuous journey to Angola and is instantly taken aback. While most of the people live in abject poverty, the governing faction makes millions from the fledgling oil industry.

Theroux always takes some good shots at some deserving people and in this book, he diverts most of his wrath to the Chinese who have come to Angola, loaned the government money, and then insisted on controlling the building projects that are earmarked by the loans. He sees them as practical, inhuman, masters of bribery, and totally uninvested in the fate of the Angolan people. Theroux is sometimes amusing, naïve, frustrating, or entertaining. A great book, but it has some dark passages that reflect Theroux's lifetime frustrations with Africa.

4. Billy Lynn's "Long Halftime Walk", gravitates between the serious, acerbic, satiric, funny, and best, of all, highly relevant. Ben Fountain is the author of this highly acclaimed book of fiction. He has a great ear for dialogue. He lives in Dallas, Texas where the book is set. Billy Lynn is a 19 year old soldier who, along with 7 other soldiers, gained fame when they were involved in a three minute and forty seven second firefight in Iraq. Their exploits were captured by Fox News. Billy Lynn displayed quick thinking, was awarded the Silver Star for his bravery, and became an Internet hero. He and his fellow soldiers are sent back to the United States where they embark on a whirlwind public relations tour.

The book is set at a Dallas Cowboys game in old Texas Stadium. Rich Texans, film industry opportunists, Cowboy Cheerleaders, Peace advocates, football players, everyday fans, are all skewered by Fountains irreverent but insightful prose. Read this one for fun. Do not take it to Bookman's when you have finished because you will want to read it again.

5. Harper Lee, of Monroeville, Alabama, wrote one book. It was published in 1960, "To Kill a Mockingbird" and I first read it at Millsaps College in the Summer of 1963. Atticus Finch is the hero. He is a small town lawyer in Alabama and is asked to defend a black man accused of rape. He does so with dignity and professionalism - The consummate lawyer. He is also a single parent to two children. The story is told through the eyes of his pre-teenage daughter, Jenna Louise, who everyone calls Scout. Other characters are Boo Radley, Jem, Scout's brother, and Dill, a young boy visiting the small country town for the summer. Dill is widely thought to be a characterization of the young Truman Capote who was a lifelong friend of Harper Lee. A Pulitzer Prize winner, this may be the best American Novel ever written. Over 30 million people have read the book. In 2001, the Mayor of Chicago asked every citizen of the city to read one book that summer. The book - "To Kill a Mockingbird". Racism, the loneliness and challenges of a single parent, the world through a child's eyes, what makes a good lawyer, and summer in the American South are themes developed and handled with exquisite subtlety by Miss Lee. If you have read it before, read it again. If you have children, have them read it - Literature at its finest. The book all writers wish they could write.

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#### Proposed New Member

Posted by Dorinna York on Jul 22, 2013

**The following application has been submitted for membership in Rotary Club of Tucson:**

**Proposed Member:** Dr. Gerry Snelling

**Classification:** Medical & Healthcare: Chiropractic Care

**Company/Organization:** Snelling Total Wellness

**Sponsor:** Ted Forsberg

**If no written objections are received within 7 days of publication, the applicant will be accepted.**



#### President's Letter

Posted by David Gallaher on Jul 19, 2013

We had a great meeting last week with the kick off of the 2013 Tucson Classics Car Show by this year's Chair, Chuck Sawyer, and a presentation by PowerPoint Past President, Bob Shaff. Ticket selling is easy! You just need to ask. This year's show promises to be our best!

During our upcoming Club Assembly on August 7<sup>th</sup>, we will have an opportunity to sign up for a variety of committees of which one will be the car show. Please remember to sign up on August 7<sup>th</sup>.

We listened to the discussion about a different way of taxation, and I found the presentation interesting.

This week, we get to celebrate and learn a bit more about our own University of Arizona with a program by Melinda Burke, President and Executive Director of the University of Arizona Alumni Association.

See you all Wednesday and have a great week!



#### Menu for July 24th at The DoubleTree

Posted by Dorinna York on Jul 18, 2013

**Plated Salad** ~ spring Mix Salad with Ranch and Balsamic Viniagrette dressings

**Rosemary Flank Steak** ~ Rosemary Olive Oil marinated Grilled Flank Steak, served with Gouda Mashed Potatoes, Fresh Seasonal Vegetables, Assorted Rolls and Butter, Assorted Cookies served family style, Coffee, Decaf or Iced Tea

**Vegetarian option if reserved by Monday noon:**

**Portobello Mushroom Napoleon** ~ Layers of Grilled Mushroom, Roasted Corn, Spicy Salsa and finished with Fresh Herbs

**Fresh Fruit Plate if reserved by Monday noon.**

**Gluten Free meals available by advance reservation only.**

#### Membership and Attendance

Posted by Dorinna York on Jul 18, 2013

Membership		Scholarship Cups	
Active Members	169	Cash Contributions	\$ 22.00
Active Members Attendance Exempt	54	Quarterly with Dues	\$ 240.00
<b>Total Active Members</b>	<b>223</b>	<b>Total Scholarship Cups</b>	<b>\$ 262.00</b>
<b>Honorary Members</b>	<b>15</b>		
<b>Meeting Attendance July 17, 2013</b>		<b>Raffle</b>	\$ 0.00
Active Members	104	<b>Auction</b>	\$ 0.00
Active Members AE	11		

Honorary Members	1
<b>Total Members Present</b>	<b>116</b>
Guests	13
Guests of the Club	5
Visiting Rotarians	0
<b>Total Meeting Attendance</b>	<b>134</b>