



# THE BARKER

## ROTARY CLUB OF EDINA

### May 1, 2014 Meeting Assignments

Greeters	Wade Thommen, Sam Thompson, & Sue Spalding
Front Desk	Jean Morrison
Invocation	Bob Stehlik
Guest Introduction	Jim Gibson
Barker	Doug Johnson
Program Host	Matt Boockmeier
Thank the Speaker	David McElroy

**Program:** Professor David Bahn, "The MOOCs (R)evolution?: Massive Open Online Courses"

**Menu:** Ham loaf with au gratin potatoes or sweet and sour chicken salad

### Upcoming Events and Schedule

May 1	<b>Membership Directory photo day,</b> Edina Country Club, noon to 12:25 p.m., Michael Braun will take photos for the 2014-15 Club directory.
May 1	<b>Fireside Chat</b> hosted by Paul Mooty, 7 to 9 p.m.
May 2	<b>District 5950 Annual Conference,</b> Radisson Blu Hotel
May 3	<b>District 5950 Assembly,</b> University of Minnesota-Mankato, Edina campus, 8 a.m. to 1 p.m.
May 8	<b>Vocational Day,</b> Minneapolis Media Institute, 12:15 to 1:30 p.m., hosted by Paul Peterson, space is limited so members <b>MUST</b> register online or contact Marty Kupper if they plan to attend
May 17	<b>Park Clean-up,</b> Wooddale Park, Edina, 10 a.m. to 12 p.m.

**Blue** is for special Rotary Club of Edina events.

**Purple** is for District 5950 events.

**Orange** is for Rotary International events.

### In Review

April 24, 2014

### By Mark Jessen

Edina Rotarians met in conjunction with the Area 3 Rotary Clubs at the Edina Country Club on Thursday, April 24, at 11:30 a.m. for the 7<sup>th</sup> Annual Vocational Ethics Day Program! John Crudele from Eden Prairie Morning Rotary started off the meeting by sharing his penny in his loafers analogy: He keeps one cent in his shoe to remind himself that he was the one c(s)ent to be the difference to others. He reminded everyone that included in the five services of Rotary is Vocational Ethics. He then introduced Pastor Milo Englestad (who baptized Mark Jessen at Christ the King Lutheran Church in 1963) for the Invocation. He then led us in the Pledge of Allegiance and following that, the Rotary 4-Way Test. Mr. Crudele then went on to make introductions.

Mr. Crudele named the other clubs with members in attendance including Bloomington Daymakers and Bloomington Noon, Eden Prairie AM and Eden Prairie Noon, Edina noon and Edina Morningside and Richfield. Their respective Club presidents were introduced, including our own beloved **Steve Slyce**. The high school students that attended were from Bloomington Jefferson and Kennedy High Schools, Eden Prairie High School, Edina High School and Richfield High School. The Superintendents that were in attendance from those school districts were Les Fujiyata from Bloomington, Ric Dressen from Edina, and Patricia Magnuson from Eden Prairie. The members of the planning committee for the Seventh Annual Vocational Ethics Day Program were introduced as well: Jack Cummings from Bloomington Daymakers, Terry Starwell from Bloomington Noon, Gary Gilbertson from Eden Prairie Noon, Paul Nelson from Edina Morningside, **Dan Hallberg** from Edina noon, **Wayne Harmon** from Edina noon, and Elayne Everson from Richfield.

Mr. Crudele then introduced Tom Gump, who is heading up Camp Enterprise for this year. Camp E will be held on Nov. 6, 7, and 8. He then turned the microphone over to Carolyn Platt, who is chair of this year's District Conference. The event is for all 63 clubs in our District and is scheduled for "May Two at the Radisson Blu." The conference will include

4801 W. 50th St • Edina, MN 55424  
Jennifer Garske, Club Administrator

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• [www.edinarotary.org](http://www.edinarotary.org)

• [www.rotary5950.org](http://www.rotary5950.org)

an Awards Ceremony, a keynote address from the first woman to be a Rotary club president in the United States, breakout sessions for best practices, and a conga-line parade to wrap things up. The location is the Radisson Blu at the Mall of America and will include a done-in-a-day service project for VEAP, a local food shelf. The entertainment will be Nicholas David from "The Voice."

Mr. Crudele then introduced a Rotary Youth Exchange student from India, Harsh Pandet, who is a junior at Eden Prairie High School. He shared how his experience this year has really helped him to come out of his personality shell! There were over 8,000 students who participated in the Rotary International Youth Exchange Program this year.

Finally, Mr. Crudele brought out the main attraction: Mr. Jermaine Davis. Mr. Davis grew up on the West Side of Chicago, in the Henry Horner Housing Project. After the unfortunate loss of six family members to violent deaths, he began studying motivational principles and success strategies and enrolled at Elmhurst College to change the direction of his life. He completed college, earning a BA in Speech Communication and continued his education to complete an MA in Speech Communication and a second Masters in education. He then became a professor of Communication Studies. Mr. Davis has been teaching for more than 15 years and has authored or co-authored 10 books in the areas of academic success, diversity, motivation, inspiration, leadership, and women's leadership. He is the CEO, founder and co-founder of two companies: Seminars and Workshops, Inc. and The Stand Out Leadership Company. He is also a documentary filmmaker. He is in his 18<sup>th</sup> year of teaching college and he had the following message to share with the Rotarians and students alike:

Teachers are considered boring. News flash: Students can be boring too! Mr. Davis's goal was to give us a return on our investment (our time). About 98 percent of students don't want to be in a classroom. So when you can educate AND make it fun, the student success, engagement, and participation all go up. And you can best do that by recognizing and praising students. The No. 1 reason people leave an organization? They don't feel valued or appreciated.

Values-based Leadership: When Jermaine's mother passed away she requested that they take care of themselves first, and then you can take care of others. A leader needs to recharge, refresh, renew and replenish. Secure your oxygen mask first. Be deliberate, intentional and purposeful. He then asked the audience what they do to take care of themselves. Answers

included prayer and daily stretching. Mr. Davis then went on to explain that values are what beliefs you hold that you hold to be important and are like a compass: When you live a value, depression goes down. You are incongruent if you don't live your values: Clarify and live your values. Beliefs and activities that matter most to you. If you stick to your values, your values stick to you! Beliefs are the foundation of your life. Get your head clear, meditate, talk to people. Be passionate about what you do. Values include honesty, integrity and ethics. Activities include what you do such as reading, yoga and writing. How do you live values? Get purposeful. The audio has to match the video. Don't talk about it—be about it! The greatest resource everyone has is time. All dreams and goals have a price tag that includes sweat equity. The more you work on something, the more you live your values, and the more your self-esteem and self-concept go up.

Mr. Davis went on to explain that it doesn't matter how you start, it's how you finish. There is a self-interest to live your values. Your values list should include mentors and friends. Respect their experience; they may not look or act like you, but be open to someone who wants to contribute to your success.

"Nothing great was ever achieved without enthusiasm."  
 "People don't know about how much you know unless they know how much you care."  
 "Create a rare experience."  
 "168 is how many hours in a week. Carve out mentor time!"

Values-based leadership tip: Practice deep listening. Sometimes you can have a good intent, but a negative impact. Seek to understand others from their perspective. He then went on to tell the story of his brother and how he was in trouble and Jermaine was critical. It wasn't until Jermaine apologized and changed his approach to get the result that he wanted, was he able to understand his brother and his situation. You can apologize but then you need to change your behavior. You can't talk yourself out of a mess you behaved yourself into. Deep listening means you don't have to agree, but respectfully listen. Great physicians diagnose first and then prescribe medication. People can't hear your advice if they don't feel your values. He suggested six books: *The Four Agreements: A Practical Guide to Personal Freedom* by Don Miguel Ruiz; *The 21 Irrefutable Laws of Leadership* by John C. Maxwell and Stephen R. Covey; *I Know Why the Caged Bird Sings* by Maya Angelou; *Nice Girls Don't Get the Corner Office* by Lois Frankel; *Outliers: The Story of Success* by Malcolm Gladwell; and *The 7 Habits of Highly Effective People* by Stephen R. Covey.

#### ROTARY YEAR 2013–2014 – OFFICERS AND BOARD OF DIRECTORS

President Steve Slyce  
 Secretary Ann Platt  
 Public Relations Doug Johnson  
 The Rotary Foundation Will Steinke

President-Elect Jeff Ohe  
 Membership (Retention) Michael Stanzak  
 Community Service (Projects) Tom Bach  
 Community Service (Grants) Michael Kallas

Past President Scott MacDonald  
 Membership Mary Hustad  
 International Service John Flynn  
 The Rotary Foundation Will Steinke

Treasurer Jennifer Bennerotte  
 Club Administration Marty Kupper  
 Youth Service Heather Hansen

Ask yourself how your values influence the way you live, lead and make decisions. Values-based leadership tip: Lead influentially. Individuals who influence others to achieve a common goal. Be responsible with your leadership. Leaders have to be thermostats: adjust but have your values at the core. Leadership is using the opportunities presented to demonstrate your values. Behave in concert with core values and beliefs. Practice mattering: at the core, everyone wants to matter. Learn people's unique stories. Feel their value and significance. Be deliberate about making people feel valued. Slogan from Mary Kay Ash: "Imagine a sign around the person's neck that you are speaking to that says: 'Make me feel important.'"

**Steve Slyce** thanked the speaker and informed him that Rotary would be making a gift in his honor to PolioPlus and the meeting was adjourned at 1:30 p.m.



### **Frank Cardarelle accepts Mayor's Award on behalf of Historical Society**

Rotarian Frank Cardarelle, Edina Historical Society Board member, accepted the Mayor's Service Club of the Year Award on behalf of the Society at the City of Edina Volunteer Recognition Event April 29. He is shown above with Edina Mayor Jim Hovland at the event.

Frank's volunteer contributions are legendary with the Historical Society and Rotary Club of Edina being just two of them.

Congratulations, Frank, for your continued great work!



### **Doug Johnson is Edina's Rotarian of the Year**

Doug Johnson was recognized by our Club as the Edina Rotarian of the Year. The presentation was made at the City of Edina Volunteer Recognition Event Tuesday, April 29. He is shown above with his award.

President Steve Slyce in his presentation remarks noted that "Doug has served on a number of community organizations including Rotary. Currently, he is the chair of the Club's public relations committee and serves on the board of directors. He models the Rotary motto of 'Service Above Self.'"

Doug noted that he was really "surprised" by the recognition. "So many folks in our Club are much more worthy of recognition than me. I can only accept this award on behalf of all of our great members. We lovingly refer to ourselves as the 'best club in the universe' and I totally believe that is true!"

Congratulations, Doug!

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## Proposed for Membership

The Rotary Club of Edina's Board of Directors recently approved the applicants below for membership.

**Name:** Jodie Jennings  
**Classification:** Nutrition Coaching  
**Sponsor:** Joel Jennings

**Name:** Scott Tankenoff  
**Classification:** Commercial Development  
**Sponsor:** Josh Sprague

Written objections to the application must be submitted before 4:30 p.m. Wednesday, May 7, to Rotary Club of Edina, 4801 W. 50th St., Edina, MN 55424.

## Smile for the camera! May 1 is photo day for the membership directory

This Thursday, May 1, before the regular Rotary Club of Edina meeting, Michael Braun will be taking photos of members for the 2014-15 Membership Directory. **Michael will be set up at the ECC from noon to 12:25 p.m. to take photos of any member wishing to be photographed.** We encourage any Rotarian who currently does not have a photo in the directory to make sure to get their photo taken this Thursday.

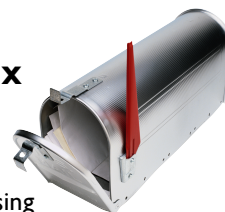
**New members**, please make sure to come and have your photo taken as well! It's important for us to have a photo of you to use in the upcoming directory, as well as in our online directory on ClubRunner.

## Join Rotary Club of Edina spring clean-up at Wooddale Park

This year, the Rotary Club of Edina has signed up to do spring and fall clean-ups at one of our city's beautiful parks. **We will be doing a spring clean-up at Wooddale Park on Saturday, May 17, from 10 a.m. to noon.** The park is at the corner of 50th Street and Wooddale Avenue, very close to the Edina Country Club.

Bring a rake and gloves and the Club will provide cool safety vests and garbage bags. Tom Pirsch will be serving up his famous chili for the volunteers. E-mail [matt@mattboockmeier.com](mailto:matt@mattboockmeier.com) to sign up or if you have questions.

## Rotary Club of Edina mailbox



On behalf of myself and my entire family, the outpouring of support that we received and continue to receive following the sudden passing of my father, Richard "Dick" Boockmeier, on March 6, 2014, is not surprising. The Rotarians that make up this wonderful club are so much more than just a "good group of people;" you are men and women of character and compassion who, in our time of need, reached out with words, support, and friendship in a way that I never could have imagined. I always have known that there was something special about the Edina Noon Rotary and I have always taken pride in calling myself a Rotarian; but being a member of the Edina Noon Rotary NOW has even greater meaning and significance that will sustain eternally.

With gratitude and thanks,

**Matt Boockmeier & The Boockmeier Family**

On behalf of The Rotary Foundation, I would like to thank you for your gifts honoring Julie Brekke, Chris Brooks, Rebecca Cogswell, Dirk DeYoung, Bill Gray, Lisa Hannum, Bill Levin, and Patty Peterson [all program speakers at recent meetings]. An acknowledgment of your thoughtfulness has been sent to the honoree, informing them of your gift made for the occasion "In your honor."

Gifts to The Rotary Foundation sustain vital programs which alleviate human suffering, foster greater cultural understanding, and eradicate polio worldwide. Your commitment to the humanitarian, cultural, and educational programs of The Rotary Foundation is an investment in the future.

Thank you for supporting our mission of world understanding and peace.

Warmest regards,

**April Jensen**  
**Donor Services and Support Manager**  
**The Rotary Foundation**

## Like Rotary on Facebook!

Go to the **Rotary Club of Edina Facebook page** ([www.facebook.com/EdinaRotary](http://www.facebook.com/EdinaRotary)) and give it a "Like"! Keep up with Club events including program speakers by following the Club's Facebook page.

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