



THE BARKER

ROTARY CLUB OF EDINA

Aug. 13, 2015 Meeting Assignments

Front Desk	Bill Carter
Front Desk Admin	Susan Johnson
Greeters	Tim Palm, Dan Hare & Shelly Loberg
Invocation, Pledge,	
Four-Way Test	Wayne Harmon
Introduce Guests	Ed Padilla
The Barker writer	Michael Stanzak
Introduce the Speaker	Don Hutchison
Thank the Speaker	Mike Kallas

Program: Tom Chorske, "The Culture of Championship Teams"

Menu: Chicken Olivia with roasted potatoes and vegetable or salmon berry salad

Rotarians invited to Fairview Southdale Emergency Center dedication Friday

Rotary Club of Edina members are invited to the ribbon-cutting ceremony for the new emergency center at Fairview Southdale Hospital this Friday, Aug. 14. The Carl N. Platou Emergency Center will be dedicated in a ceremony from 11 a.m. to 1 p.m. at the hospital, 6401 France Ave., Edina. There will be a VIP section at the event for Rotarians. The Rotary Club of Edina, along with other area Rotary clubs, donated funds for the state-of-the-art emergency center. This was the Signature Project for the 2014–2015 Rotary year for our club. Join fellow Rotarians and community members in helping Fairview Southdale Hospital celebrate 50 years in the community with this new addition to the hospital. To RSVP for the event, call 612-672-4956 or email Inguye13@fairview.org.

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"THE BIG LEBOWSKI"

**LIGHTS
CAMERA
ROTARY IN
ACTION!**
2015

GRANDVIEW
TIRE & AUTO

~ Saturday, Sept. 26, 2015 ~

In review

Aug. 6, 2015

By Josh Sprague

President Jennifer Bennerotte officially began our Aug. 6, 2015 meeting by recognizing luminaries District Governor Tim Murphy and his wife, Cindy, and by reminding us that Nigeria is about to be declared polio-free by the World Health Organization. This success will make Africa a polio-free continent, leaving only Afghanistan and Pakistan as endemic countries. Jennifer thanked our volunteers for the day, including greeters **Hugh Hadlund**, **Jack Kennefick**, **Marty Kupper** and new member **Dan Hennen**, who brought some much-needed cheer to an otherwise rainy, dreary day; and Club Administrator Jennifer Garske and **Richard Burrock** for handling the front desk.

Major Donor **Hal Harris** gave the invocation, reading a piece entitled, "You Are Blessed," and reminding us that if we have our basic needs met, and enjoy political and religious freedoms, we are doing better than most of the world. Hal also led us in the Pledge of Allegiance and Four-Way Test.

Past President and Major Donor **Jeff Ohe** ("OHE") introduced our guests.

Tim Murphy brought Earl Geiger, former 30-year member of our club and co-founder of Camp Enterprise. **David Clynes** brought Edina friend Keith Friedie. **Joe Christensen** brought third-time visiting guest Kenny Smith, an attorney at his Edina law firm. **Brad Hepp** brought second-time visiting guest Joel Bouma of Marco, Inc., whose father was a former club member. **Josh Sprague** introduced third-time visiting guests and Edina residents Stan Brown of Stan Brown & Associates and Brian Miller of Trust Point, Inc. Finally, **Gary Pedersen** brought Susan Heo, the New Generations student from South Korea.

Ken Andersen, director of Membership—Retention, reminded us of this week's pre-Torchlight Concert cocktail party at Macaroni Grill, Centennial Lakes in Edina.

And **Sam Thompson**, head of marketing for Camp Enterprise reminded us of this year's event taking place on

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Jennifer Garske, Club Administrator

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Nov. 5 through 7 at Camp Ihduhapi, and that volunteers are still needed.

Kris Maser, who practices elder and estate law and joined our club in 2011, introduced our program speaker, Jim Eppel, president and CEO of UCare. Mr. Eppel shared a very interesting presentation entitled, "Healthcare 2015: Where We Are, How We Got Here, and What We Need to Do About It." Mr. Eppel started by telling us that virtually every element of healthcare is in a state of flux right now. Total healthcare spending is headed towards \$20 billion per year, and has continued to increase over the last decade, although the rate of increase has slowed somewhat recently. Traditionally, the healthcare industry incentives were set so that the way to make money was to deliver services in volume, not to deliver better healthcare results. A patient-centric model needs to be restored in healthcare, and the roles of payer and provider clarified. In addition, costs need to be controlled, as costs have continued to increase due to technology advancements, inefficiency and waste, cost-shifting, an aging population, industry consolidation, and lack of accountability for individual choices. The Affordable Care Act has created a massive redistribution of risk and cost, increasing enrollment and costs to the system, and shifting those costs around, not reducing them. Solutions include aligning incentives between payers and providers (e.g., employee contribution determined by healthcare outcomes); movement towards greater transparency (e.g., more consumer information online about provider quality and cost); re-engineering the delivery system (e.g., less hospital-centric); and using data and information as a catalyst for change.

Ron Kalich delivered "the hook" promptly at 1:25 p.m., thanked Mr. Eppel for sharing with us, and informed him that our club would be donating an "e-book" to the Edina Public Schools in honor of his presentation. **President Bennerotte** ended the meeting by reminding us to spread the word about the eradication of polio, Rotary's finest gift to the world.

KEEP AN EYE ON YOUR MAILBOX! YOUR GALA INVITATION WILL BE ARRIVING SOON...



Rotary Club of Edina mailbox

Thank you for your recent contribution of \$1,000 to support a STRIVE scholarship for Byron Rodriguez. Normandale Community College Foundation will match 100 percent of this amount for the subsequent semester if Byron is in good academic standing.



We are proud to be a partner of the Rotary-sponsored STRIVE program. Your investment in these students shows how much your membership cares about education. Together, we are helping them on their pathway to success.

Sincerely,
Jayne TeVrucht
Director of Corporate and Foundation Relations

Upcoming Events and Schedule

- | | | | |
|---------|--|---------|---|
| Aug. 15 | Faribault Woolen Mill Co. Grand Celebration , 1500 2 nd Ave. NW, Faribault, 11 a.m. to 1 p.m., Faribault Woolen Mill Co. is celebrating 150 years in 2015, and all Rotarians are invited to the Grand Celebration from noon to 6 p.m. There will be food, drinks, special anniversary products, a petting zoo, games and live music. Our own Paul Peterson and his band are one of the | Aug. 20 | Women of Rotary event , 4901 Lantana Lane, Edina, 6 p.m., calling all female Rotarians! The Women of Rotary will gather at Patti Ellingson-Solheim's home for our next social event. Invite any female friends or colleagues that are interested in learning more about Rotary. More info coming soon. |
|---------|--|---------|---|

musical acts. Come to support Rotarian Paul Mooty, partner and CEO of Faribault Woolen Mill, and stay to see the running of the sheep! Don't forget to BYOB—bring your own blanket.

ROTARY YEAR 2015–2016 — OFFICERS AND BOARD OF DIRECTORS

President **Jennifer Bennerotte**
Secretary **John Flynn**
Membership—Recruitment **Josh Sprague**
Community Service—Local Funding **Keith Benson**

President-Elect **Ann Platt**
Club Service **Barbara Born**
Membership—Retention **Ken Andersen**

Past President **Jeff Ohe**
Public Image **Mark Jessen**
Youth Service **Sam Thompson**
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Saturday, Sept. 26, 2015 — Metropolitan Ballroom & Clubroom, Golden Valley

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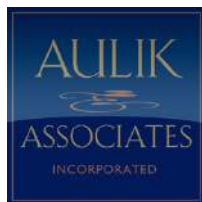
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