

EDINA

MINNESOTA
DISTRICT 5950USA
FOUNDED 1957

THE BARKER

ROTARY CLUB OF EDINA

Aug. 28, 2014 Meeting Assignments

Greeters	Brad Beard, Deirdre Kvale & Mike Ogle
Front Desk	Erick Ries
Invocation	Ken Andersen
Guest Introductions	Peter Hoffman
Barker	Kaylin Martin
Thank the Speaker	Matt Boockmeier

Program: Robb Hiller, "Stop Barking and Start Listening: Five Leadership Lessons We Can Learn From My Dog Bentley"
Menu: pork tenderloin or chicken Caesar salad

A Note from the President

August is membership month at Rotary International, and during this month Rotary puts a spotlight on the importance of retaining our members, as well as attracting new members. Josh Sprague and the membership team have put together a great plan that will help provide orientation to our new members and attract great new people to our Club. We held our first prospective member meeting of the new Rotary year in July, and we had 25 guests! At each of our meetings so far this year, we have had many guests—let's keep this momentum going!

Our next prospective member meeting will be Oct. 30. We will be focusing our efforts on prospective women members. Please put that date on your calendar and invite your friends and colleagues! If we work together, there is no doubt that we can move our Club forward to accomplish more and make an even bigger impact on our local and global communities.

In Rotary service,
 Jeff Ohe



In Review

Aug. 21, 2014

By Marty Kupper

Our illustrious president, **Jeffrey Ohe**, opened the meeting at 12:40 p.m. We enjoyed our Deli Big Buffet prepared by the great ECC staff.

We were greeted by new members **Jodie Jennings**, **Colleen Simpson**, as well as President-Elect **Jennifer Bennerotte**. The front desk was staffed by **Chuck Rauenhurst** and **Audri Schwarz**. Invocation was by **Chuck Agan**. Extremely abbreviated guest introductions by Past President **Scott MacDonald**, or if you are into the whole brevity thing, Mac Daddy. The *Barker* was handled by yours truly, and **Norberto Moran** handled the thank-you to the speaker.

Fortunately, I had studied up in anticipation of writing this week's *Barker*, having previously read **Scott Mac's** "Handy Hints For Writing The Rotary News Letter" (forward by **Burt Cohen**), which is currently in its 50th printing. (It is just behind **Wooj's** book on the Amazon best-seller list). **Scott** stresses simplicity and shortness. I was on a roll, getting my *Barker* notes prepared, when new member **Joe Graca** stood up and promptly stole the pepper shaker that had been reserved specifically for my use only. After firing him off a dirty look, **Joe** apologized for being a new member and returned the shaker. Jake from State Farm, looking dapper in khakis (he sounds hideous), then tried to hijack the plate of cookies being passed around the table. **Michael "Mr. Cadillac" Stanzak**, seeing what was going on, promptly intervened and side tracked the cookie plate to safety. It was then, that Ms. **Bennerotte**, gave us "the look" (something **Boocky** and I know only too well) and order was restored to the table.



2014 Gala Presenting Sponsor

The Jennings Family



Foundation

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

www.rotary.org

• www.edinarotary.org

• www.rotary5950.org

Michael Stanzak put in a plug for the Club event *Motown the Musical*, happening Dec. 22, at the Orpheum Theater. Sign up soon, space is limited.

Scott Tankenoff was then summoned to the podium to give his classification talk. Scott joined Rotary in May 2014. He is with Hillcrest Development, which is a multigenerational family business based in Minneapolis. Hillcrest specializes in commercial renovation. The firm is currently working on the Pentagon Park area of Edina. Construction is underway on 300,000 of the 750,000-square-foot project. The update to Pentagon Park will come as a welcome addition to an area that was synonymous with blight and failure in recent years. Welcome Scott! We look forward to your active participation in the Club.

Community Service Director **Mike Kallas** then introduced Shelly Heimer from Can-Do Canines, who received a grant of \$2,500 from the Rotary Club of Edina Foundation for the purchase of a high-performance router, microphone system, mixer, draping, skirting, a window shade display and presentation stand and lectern to improve their community room for their graduation ceremony. **Ann Platt**, president-elect elect, immediately visited Mike's table to request equal funds to redecorate her living room. Motion was denied.

Skip Thomas (wall of wine), **Norberto Moran** (silent auction) and Camile Barnett Cohen and LaRae Hovland (also with wall of wine) made their pleas for their respective areas of the Rotary Gala. There was a surprise appearance by the newest member of the **Jon Barnett** family (a talking French poodle). St. **Paul Peterson** (he really liked Sir Paul, but that was already taken) mentioned the resemblance between Jon and the new poodle was remarkable. Others were less than complimentary.

President **Ohe** then introduced His Worship, Mayor Jim Hovland, who was program chair for the second time this summer. Jeff said the book on Mayor Hovland's nightstand was *Minnesota Vikings, Superbowl Champs*. It was a short book with lots of blank pages. Mayor Hovland, not accustomed to public speaking, then introduced Michele Kelm-Helgen. Michele is the appointed chair of the Minnesota Sports Facilities Authority. All members were appointed by Gov. Mark Dayton to oversee the planning and design of the new Vikings stadium. It will be a multi-purpose stadium used by the Vikings ten days a year, plus playoff dates (the assumption at this point is just the ten days will be necessary). The other 355 days will be available for public use, including high school and amateur sports, cultural celebrations and entertainment events. The Superbowl is confirmed for 2018 and the Sports Facilities Authority is working on NCAA Final Four, as well as national conventions.

The design of the new stadium will be revolutionary. At its highest point, it will be 25 stories tall. Five, 100-foot-tall doors will pivot open towards the downtown area. The new stadium will be 1.8 million square feet compared to the Metrodome's 975,000 square feet. Capacity will be 65,000 for most events, but could accommodate up to 72,000 fans for special events. Construction of the new stadium is currently about 20 percent complete. The stadium will be connected to the city by the skyway system and the exciting city park being built. Wells Fargo has committed to building two 20-story office buildings and there will be a parking ramp with 2,000 parking spaces. A light rail station will be located directly across the street. HCMC has committed to a \$191-million-dollar expansion for their clinic and parking. A total of 7,500 people will have worked on the construction project by the time it is completed. The translucent "ETFE" roof will connect fans to the outdoors. Two HD video boards will be placed at east and west ends of the stadium. **Bill McReavy** was noted to comment that he hoped they wouldn't block his view of the field from his first-row seats. **Tom Bach** voiced the same concern for his private suite that will be on the first deck directly on the 50-yard line. Call Tom for details and tickets.

Time was running short as President **Ohe** nervously checked his watch, and **Norberto** thanked Michele for her presentation.

After the meeting I noticed an encounter between Past President **Steve Slyce** and ace photographer **John Flynn**. It seems that Slyce feels there are not enough pictures of him on the Rotary Facebook page and he felt the need to address the situation. John promised to pass the comments along to PR head, **Doug Johnson** for further review. On hearing this, Doug announced he was leaving on yet another vacation.

As a plug for next week's meeting, don't miss the distribution of the "Les Rotary Raffle Billets." This is an event not to be missed. **Mike Opitz** and I have been busy pre-selling these tickets and you will be amazed at the reception they have received already. Bring your check books!

Like Rotary on Facebook and Twitter

If you haven't already, go to the **Rotary Club of Edina Facebook page** (www.facebook.com/EdinaRotary) and give it a "Like"! Our Facebook page is a great way to keep up on Club news, as well as share Rotary items with your Facebook friends. We want as many people as possible to see what good work our Club is up to. You can also follow the **Rotary Club of Edina on Twitter @EdinaRotary**.

ROTARY YEAR 2014-2015 — OFFICERS AND BOARD OF DIRECTORS

President **Jeff Ohe**
Secretary **San Asato**
Membership (Recruitment) **Josh Sprague**

President-Elect **Jennifer Bennerotte**
Club Service **Barbara Born**
Membership (Retention) **Michael Stanzak**
Community Service (Grants) **Michael Kallas**

Past President **Steve Slyce**
Public Relations **Doug Johnson**
Youth Service **Heather Hansen**
Community Service (Projects) **Mary Swendsen**

Treasurer **Ann Platt**
The Rotary Foundation **Will Steinke**
International Service **Gary Pedersen**

Proposed for Membership

The Rotary Club of Edina's Board of Directors recently approved the applicant below for membership:

Name: Bill Milota

Classification: Real Estate Law

Sponsor: Dave Hatzung

Name: Jim Ryman

Classification: Insurance Management

Sponsor: Joel Jennings

Written objections to the application must be submitted before 4:30 p.m. Wednesday, Sept. 10, to Rotary Club of Edina, 4801 W. 50th St., Edina, MN 55424.

Are you a veteran?

Plans are being made for the 2014 Area 3 Veterans Luncheon. This year, organizers are putting together a tribute to Rotarians who are veterans. If you have served in the Armed Forces, please send your name, military branch and years of service as soon as possible to President Elect Jennifer Bennerotte, jbennerotte@EdinaMN.gov or 29455 Gaylord Ave., Cannon Falls, MN 55009. If you have a photo of your time in the service, please send that, too. (Physical photos will be returned.)

For more information, contact Bennerotte, 612-201-3467 or jbennerotte@EdinaMN.gov.

Upcoming Events and Schedule

Sept. 23 **Jeremish House Cook for Kids**, 1510 Laurel Ave., Minneapolis, 4 to 7 p.m.

Dec. 22 **Edina Rotary Goes to Motown!**, Orpheum Theater, Minneapolis, 7:30 p.m., Rotary members and guests can sign up to attend "Motown—The Musical," tickets are \$66.50 per person with limited seating available. Register online by logging into the Club website, www.edinarotary.org.

Blue is for special Rotary Club of Edina events.

Purple is for District 5950 events.

Orange is for Rotary International events.

Meet our new member...

In the spirit of getting to know our new members, the Barker will feature a profile and photo of new members periodically. This week, we meet:



Name: Joe Graca

Classification: Mortgage Banking

What was your first job? I started a dry-cleaning business when I was in high school with a pal, so we could fund a ski trip to Snowbird Ski Resort. The local cleaner let us make up and sell dry-cleaning coupons for 10 percent off. We sold them to our neighbors because they couldn't say no. We cleaned up, so to speak, and had a great trip.

Who was your first role model and why? My mom—without a doubt. Raising four boys who had a penchant for getting into mischief and a husband who was a practical joker was no easy task. She was 100 percent German and knew how to run the show. She never hung up the phone without saying "I love you." And she was the greatest chef on earth.

Why did you want to join Rotary? I have always enjoyed meeting new people and making new friends. My life was like Groundhog Day. This Club has really been a breath of fresh air. I also look forward to the opportunities to give back to the local community.

What do you like best about being part of the Rotary Club of Edina?

1. I don't have to eat leftovers on Thursday.

2. I get to hang out with Mike Opitz more.

What one piece of advice do you offer other business leaders? If you sell a man a fish, that's great. If you teach a man to fish, it's a lost business opportunity.

Cook for Kids at Jeremiah House scheduled for Sept. 23

A few volunteers are needed to take part in the **Jeremiah House Cook for Kids Rotary event on Tuesday, Sept. 23**. Rotarian Mike Eckert is looking for four to five volunteers to help cook dinner for families from 4 to 7 p.m. at Jeremiah House, 1510 Laurel Ave., Minneapolis. To volunteer or learn more about the opportunity, contact Mike at michaelpeckert@gmail.com, or log on to the Club website at www.edinarotary.org and sign up!

ROTARY YEAR 2014–2015 — OFFICERS AND BOARD OF DIRECTORS

President **Jeff Ohe**
Secretary **San Asato**
Membership (Recruitment) **Josh Sprague**

President-Elect **Jennifer Bennerotte**
Club Service **Barbara Born**
Membership (Retention) **Michael Stanzak**
Community Service (Grants) **Michael Kallas**

Past President **Steve Slyce**
Public Relations **Doug Johnson**
Youth Service **Heather Hansen**
Community Service (Projects) **Mary Swendsen**

Treasurer **Ann Platt**
The Rotary Foundation **Will Steinke**
International Service **Gary Pedersen**

Board meeting notes

Aug. 21, 2014

By Doug Johnson, Public Relations Director

Financial Report

The Club budget was reviewed, is in good order and was approved.

Committee Reports

The Rotary Foundation:

- Thank you notes were sent out last week to all who contributed to the Foundation last year.

Public Relations:

- Our Club is coordinating with Fairview Southdale Hospital and the surrounding Rotary clubs that are contributing to the FSH emergency room project. The group will be determining how Rotary will be recognized for their contribution to the facility.
- Facebook, news releases, and the Club website are all operating very smoothly and use is increasing.
- Publicity for the gala is ramping up. A reminder that the best PR is a personal contact. Invite people to attend.
- Doug is seeking more members to work on the committee.
- The Rotary Clock dedication ceremony at Centennial Lakes Park was well attended. Photos are available on our Facebook page and on our web page.

Membership (Recruitment):

- The goal for 2014-2015 is 170 members.
- Jim Ryman and Bill Milota were approved as new members. Five people are in the queue for membership.
- The committee is working on a monthly Rotary networking group. Josh will have more information once details are worked out.
- Oct. 30 is the next bring a prospective member day. The emphasis will be on female prospective members. The program will feature Amy Nelson, an outstanding speaker.
- The committee is working on guidelines for selecting someone as an "honorary member."
- The committee will have a special recognition when a member achieves their one-year membership anniversary.

Community Service (Projects):

- The next Jeremiah House event will be Sept. 23.
- We are working with VEAP on the weekend meals effort that was discussed last month.
- The committee is coordinating with Val Burke from Edina Schools regarding the Rotary book effort.

Youth Service:

- Two exchange students are now here. EMRC has one and we have one. The committee will be connecting with members to include them in activities (outings, sports, tours, etc.).
- The STRIVE program is undergoing some reorganization. More info will be shared when things are firmed up.

Community Service (Local Grants):

- Can-Do Canines will be presenting at today's meeting.
- The local grant deadline is now Oct. 31 instead of Dec. 31. This was done to better align our dates with the Rotary matching schedule, etc.

International Service:

- The Committee is committed to seeking and developing partnerships with other clubs to leverage additional dollars at the District level. Gary distributed a list of projects the committee is considering.

Club Service (Administration):

- The front desk is going great. We now have three people including Audri. With all of the guests and visiting Rotarians, it has been very busy but going smoothly. Barbara is seeking an additional person to take her place when she is not available.

Membership (Retention):

- Fireside chats will be held the second and third weeks of September. The committee is seeking host locations for two more chats.
- A Club outing is scheduled for Dec. 22 to see *Motown the Musical* at the Orpheum Theater. Tickets are limited and are only \$65 if purchased now. Michael Stanzak is coordinating.

Officers' Report:

- The District Governor will be speaking to the Club on Sept. 4.
- Jennifer Bennerotte is working with our area clubs on the 2014 Veteran's Day event. She noted that all president-elects are female. They have selected two female Rotarians that are veterans to speak. The event will be held either Nov. 10 or 11 at Edina Country Club. Our Club is also seeking to identify our members that are vets (want information, photos, etc.).
- On Sept. 26, a half-day board member training session will be held at Golden Valley Country Club.
- Preparations for the Gala are going well. Mary and Jean are working hard to make this one the best ever.

ROTARY YEAR 2014-2015 — OFFICERS AND BOARD OF DIRECTORS

President **Jeff Ohe**
 Secretary **San Asato**
 Membership (Recruitment) **Josh Sprague**

President-Elect **Jennifer Bennerotte**
 Club Service **Barbara Born**
 Membership (Retention) **Michael Stanzak**
 Community Service (Grants) **Michael Kallas**

Past President **Steve Slyce**
 Public Relations **Doug Johnson**
 Youth Service **Heather Hansen**
 Community Service (Projects) **Mary Swendsen**

Treasurer **Ann Platt**
 The Rotary Foundation **Will Steinke**
 International Service **Gary Pedersen**

Rendezvous in Paris

Rotary Club of Edina Foundation

Gala Fundraiser

Oct. 11, 2014

Sheraton Bloomington Hotel



Presenting Sponsor \$10,000

The
Jennings Family

Foundation

\$3,750 Sponsor



Gold Sponsors \$2,500



\$3,700 Technology Sponsor



Silver Sponsors \$1,000

The Tankenoff Families
Foundation



ScoopyPoo
DoggyDoo PickU

\$750 Sponsor



Bronze Sponsors \$500



Morrison & Associates, Inc.
Human Resource Consultants



\$750 Sponsor

Terry and Marilee
Stevens



Skip & Debbie
Thomas



WOODROW "WOOJ" BYUN LAW OFFICE



ROTARY YEAR 2014-2015 — OFFICERS AND BOARD OF DIRECTORS

President **Jeff Ohe**
Secretary **San Asato**
Membership (Recruitment) **Josh Sprague**

President-Elect **Jennier Bennerotte**
Club Service **Barbara Born**
Membership (Retention) **Michael Stanzak**
Community Service (Grants) **Michael Kallas**

Past President **Steve Slyce**
Public Relations **Doug Johnson**
Youth Service **Heather Hansen**
Community Service (Projects) **Mary Swendsen**

Treasurer **Ann Platt**
The Rotary Foundation **Will Steinke**
International Service **Gary Pedersen**