

EDINA

MINNESOTA
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THE BARKER

ROTARY CLUB OF EDINA



Celebrate the season with the Holiday Party and donating to the Giving Program

The Rotary Club of Edina Holiday Party will be from 5:30 to 8 p.m. this Thursday, Dec. 17, at the Edina Country Club in the living room. There will be a variety of hearty appetizers and a cash bar with lots of room to sit and relax and catch up with old and new friends in Rotary. Registration for the party is now closed. If you did not sign up and wish to attend, contact Marty Kupper or Steve Slyce.

Come for the fellowship, stay for the music! We are honored to have Jason Peterson DeLaire, nephew of our own Paul Peterson, providing the musical entertainment at the party. Jason is an in-demand saxophonist and keyboardist, as well as a talented singer, songwriter and producer.

Cost for guests, Senior Active or Honorary members is \$19. (Regular members do not have to pay, as they were already billed for the meeting on their Q2 invoice.)

The Holiday Party is your last chance to donate to the Rotary Holiday Giving Program! **Bring UNWRAPPED gifts for children of any age (infant all the way through teens) as well as gifts for moms, dads, and families, to the party.** Cash or check donations are also welcome. Jean will take the funds donated and buy gift cards or other gifts to be donated as well. You can leave your donation at the check-in table.

Each year, our club collects holiday gifts for families in need in our community. Jean Morrison is again spearheading the program, with the help of Tom Pirsch. This year, VEAP and Oasis for Youth will benefit from the Rotary Holiday Giving Program.

*** See page 3 for information about "Ring for Jerry Day" Dec. 22.**

*** There is no Rotary Club of Edina meeting this Thursday, Dec. 17. The next regular meeting is Jan. 7.**

In review

Dec. 10, 2015

By Greg Yoch

Club President Jennifer Bennerotte opened the meeting. She thanked the efforts of Rotarians who sold the large "Roscar" photos at the meeting. They raised \$400, which will be contributed to the Holiday Giving Program. Jennifer also gave special thanks to the following people for their contributions to the success of the club:

- 1) The staff of the Edina Country Club. They do a wonderful job setting up the room and serving the meals. It is a great home for our club.
- 2) **Patti Ellingson-Solheim** for her accounting work for the club.
- 3) Our excellent club administrator, Jennifer Garske, who has done so much to professionalize the club's operations.
- 4) **Marty Kupper** who helps **Jennifer** with many behind-the-scenes tasks and managing the club calendar, and who is co-chairing the Holiday Party.

Doug Johnson provided a short invocation and led us in the Pledge of Allegiance and the Four-Way test.

Erick Ries introduced the guests at the meeting today:

- **Josh Sprague** had several guests including his wife Kelly Sprague and two of his children; **Jonathan Powell** and **Amanda Powell** of Pedia Pals; and **Bjorn Freudenthal**.

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Jennifer Garske, Club Administrator

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- **Scott MacDonald** introduced his guest, Meg Boehne, who is in the process of becoming a member.
- **Harry Weingartner** presented Mark Prinsen, who is in the computer business.
- **Les Wanninger** introduced his daughter Katie Wanninger Smith, who is also on the membership track.
- Visiting Rotarian Dave Wendt from Edina Morningside attended with his fiancé, new member **Renee Harberts**.
- Visiting Rotarian Guy Manzano from Minnetonka

Jean Morrison spoke about the Holiday Giving program. She said that there is no better time than right now to start giving. Your holiday presents or cash donations will go to VEAP and Oasis for Youth. The final deadline for donations is the Holiday Party next week (Dec. 17).

Dan Hallberg promoted the Salvation Army bell ringing at Lunds & Byerlys in Edina. Over the years, Edina Rotary bell ringing has raised over \$25,000 for the Salvation Army. On Tuesday, Dec. 22, there will be a special "Ring for Jerry Day," which is in honor of our recently departed friend **Jerry Potter**. Come out to Lunds & Byerlys and put some change in the bucket for Jerry! The red kettle will also be at our Dec. 17 Holiday Party, where any donations put in the kettle go towards "Ring For Jerry Day" as well.

Jeff Ohe, the immediate Past President of our club, called attention to an excellent, recent profile of **Tim Murphy** in *Edina Magazine*. But Jeff also noted (tongue in cheek) that it hasn't been a great week for Murph as one of his Grandview Tire Stores had a massive fire (see picture below):



Jeff also was up to announce the results of the committee's decision on the incoming board. Terms for the new board members will run from July 1, 2016 to June 30, 2018. The committee consisted of Jeff, along with our current officers: **President Jennifer Bennerotte**, **President-Elect Ann Platt**, **Treasurer San Asato** and **Secretary John Flynn**, as well as the two presidents that preceded Jeff: **Steve Slyce** and **Scott MacDonald**. Our current directors who are serving their first year on our board and will serve again next Rotary year are:

- **Keith Benson**—Community Service (Local Funding)
- **Ken Andersen**—Membership (Retention)
- **Sue Spalding**—The Rotary Foundation
- **Mark Jessen**—Public Image

The new slate of candidates presented at the meeting were:

- **Deirdre Kvale**—Club Service
- **Paul Peterson**—Membership (Recruitment)
- **Kip Peterson**—Community Service (Local Projects)
- **Eduardo Padilla**—International Service
- **Sam Thompson**—Youth Service (Sam already has served one year on the board, filling out the second year of a Youth Service term)

The individual selected to become our club's 65th President on July 1st, 2019 has proven himself in our community in many different ways. He is always on the go and will be a fantastic leader of our club. The next officer of our club is **Josh Sprague**. All candidates were approved by vote. Congratulations!

Steve Slyce and **Marty Kupper** talked about the upcoming Holiday Party on Thursday, Dec. 17, from 5:30 to 8 p.m. at the Edina Country Club. There will be great food, a cash bar, music and camaraderie.

Brad Hepp and **Ann Platt** inducted a new member into the club, **Renee Harberts**. Congratulations and welcome to Renee.

Sam Thompson provided a brief recap and thank yous to leaders of Camp Enterprise. This year, Camp E had 133 registrations, about 60 clubs participated and there were 80 volunteers! This year's Camp E was led by **Kip Peterson**. Sam also thanked Jennifer Garske for all her work on Camp E. A framed photo of this year's Camp E participants was provided to Kip by **John Flynn**.

Scott MacDonald introduced our speaker, Keith Nelsen, the Executive Vice President and General Counsel for Best Buy. Keith joined Best Buy in 2005. He is a Green Bay Packer fan, a

Continued on next page

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**
 Community Service—Projects **Mary Swendsen**

Treasurer **San Asato**
 The Rotary Foundation **Sue Spalding**
 International Service **Gary Pedersen**

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former quarterback at Northern Michigan, was inducted into the College Football Hall of Fame, and got his law degree at the University of Wisconsin Madison.

Keith opened with a brief history of Best Buy. It was established in 1966 as The Sound of Music by Dick Schulze. He successfully grew the company from one location to about 12 stores and \$10 million in annual sales by the end of the 1970s. A key turning point for the company was 1981 when a tornado struck the Twin Cities area and destroyed their Roseville store. Dick created and promoted a huge tent sale to sell off discounted inventory; thousands of people showed up. He used this experience to create the concept of Best Buy, opening the first big box store in Burnsville with credit lines from vendors. In the first year, that one location did \$14 million in business. In 1986, the company did an IPO and raised \$33 million. Until 2006, Best Buy was on an enormous expansion, with a formula of better locations and better stores. They were clearly winning against their rivals.

In 2006, the company was sitting on a lot of cash. The company had \$40 billion in sales in the U.S. at 1,100 big box stores. It set its sights on building out internationally. Keith headed up that effort. In 2008, Circuit City filed for bankruptcy, which meant that \$10 billion of market share was up for grabs—good news for Best Buy. Keith was leading expansion efforts in China, Europe, Turkey, Canada and Mexico. He contributed to the company growing from \$40 billion in 2006 to \$52 billion in 2008.

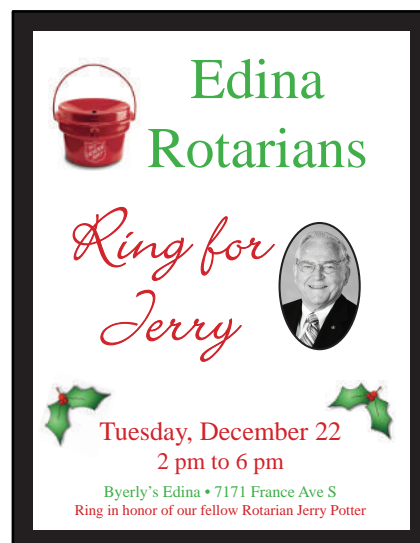
But then, cracks in the armor started to appear. There was more competition from mass merchants and Best Buy grossly underestimated the power and potential of online retailers. The company had also recently neglected updating its domestic stores, so they looked tired. The economic meltdown of 2008 led to tumultuous years in 2009 and 2010. In 2011, Keith was asked to become the company's next General Counsel. With the CEO and many of the top people out, Dick Schulze led an effort to take the company private. Then the Board of Directors decided upon a new, outside CEO: Hubert Joly. This was a huge risk since Mr. Joly had never run a public company or a retailer. But he came forward with a very clear back-to-basics strategy: 1) Get the core business back on its feet, and 2) Repair damage with Dick Schulze. Best Buy got more competitive on price, reinvested in its stores, cut \$1 billion in costs, and sold off a lot of international assets. This led to a huge turnaround at the company. Best Buy is truly an amazing story of entrepreneurial creation, adaptation, resilience and enormous success.

President Jennifer Bennerotte thanked everyone for coming to the meeting and wished everyone Happy Holidays. A reminder that this was the last regular meeting of the year. Next Thursday, in lieu of our regular meeting, the Holiday Party will be at the ECC from 5:30 to 8 p.m. She closed with the line: "When a gift is given with love, it becomes a treasure of a lifetime."



Rotarians will be ringing for the Salvation Army this week and next

Once again this year, members of the Rotary Club of Edina will ring the Salvation Army bell at Lunds & Byerlys in Edina! Organized by Dan Hallberg, with the help of Wayne Harmon, nine teams of Rotarians will ring the bell for five days this December. And Tuesday, Dec. 22, is a special day of bell ringing for our club. That day is "Ring for Jerry Day" where donations will be matched by Rotarians in honor of Jerry Potter, longtime Rotarian who passed away earlier this year. Jerry volunteered as a Salvation Army bell ringer with Rotary for years, as well as being involved with the Salvation Army's mission in other ways too.



Don't miss the opportunity to put some change in the bucket on these dates:

- Thursday, Dec. 17, 2 to 4 p.m. and 4 to 6 p.m.
- Friday, Dec. 18, 2 to 4 p.m. and 4 to 6 p.m.
- Monday, Dec. 21, 2 to 4 p.m.
- Tuesday, Dec 22, 2 to 4 p.m. and 4 to 6 p.m.—Ring for Jerry Day
- Wednesday, Dec. 23, 2 to 4 p.m. and 4 to 6 p.m.

If you don't get a chance to stop by on those dates, there will be a Salvation Army kettle at the Holiday Party Dec. 17. Anyone who contributes that evening will be putting money toward the Dec. 22 Ring for Jerry Day.

Thanks to Dan and Wayne for putting this all together and offering Rotarians another way to give to those in need this holiday season. We'll see you at the bucket!

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Youth Service **Sam Thompson**

Community Service—Projects **Mary Swendsen**

Treasurer **San Asato**

The Rotary Foundation **Sue Spalding**

International Service **Gary Pedersen**

Upcoming Events and Schedule

- Dec. 17 **No noon meeting**
- Dec. 17 **Ring for Rotary**, Lunds & Byerly's, 7171 France Ave. S., Edina, Rotary Club of Edina members will be ringing the Salvation Army bell from 2 to 6 p.m. **Members will also be ringing Dec. 18, 21, 22 and 23.** Contact Dan Hallberg for more information.
- Dec. 17 **Holiday Party**, 5:30 to 8 p.m., Edina Country Club, musical entertainment by Jason Peterson DeLaire. For more info, contact Marty Kupper or Steve Slyce.
- Dec. 22 **Ring for Jerry Day**, Lunds & Byerlys, 7171 France Ave. S., Edina, Paul Mooty, Paul Peterson, President Jennifer Bennerotte, and others will be ringing the bell in memory of Jerry Potter. Donations will be matched!
- Dec. 24 **No noon meeting due to the Christmas holiday**
- Dec. 31 **No noon meeting due to the New Year's holiday**
- Jan. 11 **Camp Enterprise Wrap Party**, 5:30 to 8 p.m., Jody Kern's home, 6004 Luigi Circle, Bloomington, celebration of successful Camp E in 2015 and planning for 2016, light hors d'oeuvres and beverages will be served. RSVP to Kip Peterson by Jan. 4.

Rotary Club of Edina mailbox

Mollie had an amazing weekend at Camp Enterprise. She spoke so highly of all the Rotary volunteers and all the new friends she made. I would also like to thank the many volunteers who gave of their time to mentor these students. What an impressive program.



Thank you,
Lori Mertes
 Mother of Edina High School student
Mollie Mertes
 2015 Camp Enterprise scholarship winner

Like Rotary on Facebook!

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. And while you are on Facebook, take the time to visit **Rotary District 5950's Facebook page** (www.facebook.com/Rotary5950) and "Like" them to receive regular posts from our Rotary District as well.

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Saturday, Sept. 26, 2015 — Metropolitan Ballroom & Clubroom, Golden Valley

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