



THE BARKER

ROTARY CLUB OF EDINA

Jan. 29, 2015 Meeting Assignments

Greeters	Bob Harvey, Larry Doty & Amir Gharbi
Front Desk	Nate Wenner
Invocation	John Buttolph
Guest Introductions	Rick Burrock
Barker	Leann Stessman
Thank the Speaker	Josh Sprague

Program: Mark Lanterman, computer forensics expert, "Easiest Catch: Don't Be Another Fish in the 'Net'"

Menu: Pork loin with sweet potato au gratin or Cobb salad

Thursday, Jan. 29, is Prospective Member Day for Edina Rotary

This Thursday, Jan. 29, the Rotary Club of Edina will have another Prospective Member Day, where we encourage everyone to bring a friend or colleague who is interested in becoming a Rotarian to the meeting! Lunch is on the Club this week for any guest that attends to learn more about Rotary and our Club. Invite someone to hear this week's fascinating program and pique their interest in the No. 1 Club in the Universe!

Contact Membership Director (Recruitment) Josh Sprague (joshsprague@edinarealty.com) if you have questions.

Proposed for Membership

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

Name: Greg Yoch

Classification: Custom Business Decor

Sponsor: Ted Yoch and Gary Pedersen

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

In Review

Jan. 22, 2015

By Jack Kenefick

President **Jeff Ohe** opened the meeting on another sunny day, which has been rare these days.

Jeff reported that on Jan. 8, the president of Rotary International, Gary Huang from Taiwan, was in town for a district event hosted by the Minneapolis and St. Paul clubs at the St. Paul Hotel. A number of Edina Rotarians were in attendance to hear from Gary and were able to see firsthand the passion and energy he has for Rotary. President Gary has lived in Evanston, IL, for two years and travels all over the world meeting some of the 1.2 million Rotarians who are united in our motto of "Service Above Self."



Rotary Club of Edina President Jeff Ohe accepted an award on behalf of the Club at the Jan. 8 dinner in St. Paul honoring visiting Rotary International President Gary Huang (left). On the right is Roseville Rotary Club President Jan Vanderwall. Our Club was recognized for having the largest number of Paul Harris Society members in District 5950.

You were greeted at today's meeting by **Harold Hanson, Larry Doty** and **Leann Stessman**. **Les Wanninger** worked the front desk, along with **Audri Schwarz**.

The invocation was given by **George Lancaster**. He gave a heartfelt MLK Day remembrance of his life growing up in Kansas and dealing with racism in the 1950s.

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

www.rotary.org

• www.edinarotary.org

• www.rotary5950.org

Deirdre Kvale introduced our guests at the meeting:

- Steve Pontius, guest of member **Joe Hayes**
- Peter Gideon, guest of member **Joe Hayes**
- Marie Kalich, guest of member **Ron Kalich**
- Erin Sontowski, guest of member **Tim Fargo**
- Terry Moore, guest of member **Paul Peterson**
- Sue Stein, guest of member **Mary Younggren**
- Karen Norton, guest of member **Gerry Norton**
- Andy Pettit, guest of member **Joe Christensen**

Jeff Ohe introduced special guest Kyle Swartz, who has open-enrolled in the Edina school system since kindergarten. Kyle grew up with autism, and has been able to thrive in our school system. Kyle is now on his way to college to study pre-med. Congrats, Kyle!

Jon Barnett introduced the newest Paul Harris Fellows in our Club. The Paul Harris Fellowship is named for Paul Harris, who founded Rotary with three business associates in Chicago in 1905. The fellowship was established in his honor in 1957 to express appreciation for the contribution of \$1,000 to the humanitarian and educational programs of The Rotary Foundation.

“On behalf of the trustees of The Rotary Foundation, **Bob Harvey, John Buttolph, Ron Kalich, Tim Palm, Colleen Simpson, and Axel Steuer** are hereby named Paul Harris Fellows, in appreciation of tangible and significant assistance given for the furtherance of better understanding and friendly relations among peoples of the world.”

Each subsequent \$1,000 gift gives you another pin on your way to becoming a Major Donor, achieved after gifts total \$10,000. The following Rotarians have reached a new level as multiple Paul Harris Fellows:

- **Sue Spalding**—PHF+1
- **Matt Mattis**— PHF+1
- **David Clynes**— PHF+2
- **Audri Schwarz**— PHF+4
- **Wayne Harmon**— PHF+5

Congratulations!

Josh Sprague highlighted that the Prospective Member Day is next week.

Axel mentioned that Rotary International needs help identifying candidates for scholarships.

Ron Kalich gave his classification talk. Ron grew up in the Pittsburgh area and identified himself as a third-generation patriotic American. He is a life-long Steelers fan and married to the love of his life, Maria. Ron got an MBA from Pitt and a law degree. WOW! Ron started at Westinghouse in the nuclear power unit. After a successful career there, he went on to private equity in New York. Ron is now retired and is a business consultant who sits on several boards. Ron hopes to continue to be productive before he “ages out.” Welcome Ron!

Michael Stanzak wants to make sure everyone signs up for the bowling party at Tuttle’s on Jan. 31. Register yourself and guests at www.edinarotary.org.

Mayor Jim Hovland introduced our speaker, Jarret Brachman, who spoke on the topic “The New Era of Global Jihadism.” Jarret has been called the “Laptop James Bond” and the “information warrior.” Jarret posed the question, “Are these terrorists still Muslim?” From the Boston Bombers to the ax-wielding terrorist in New York, these terrorists were characterized as lone wolves, or maybe “loon” wolves. They were motivated by Al Qaeda senior leadership. Now we have the new beast of ISIS. They are worse than anything we’ve ever seen. (They are completely off the reservation.) Jarrett mentioned that these terrorists are getting much dumber and way more violent. Their rhetoric is only marginally cloaked in religion. They started with very low standards and have worked their way down.

Social media has been a godsend for ISIS. There are more than 500 hours of content in just the last month. These videos are Hollywood quality and include mass beheadings. (These are like horror films, only worse.) They also include footage of kids conducting executions and pushing gay people off rooftops. They customize their global ideology for specific regions and try to challenge your manhood and your sense of religious duty. They appeal to the disenfranchised youth who feel like failures and hate their government, kids who are angry at authority and angry at the government.

In conclusion, this is a pervasive threat that is only getting worse. **Sue Spalding** thanked Jarret for his jolting presentation.

Jeff Ohe closed the meeting with a quote from Ghandi that basically said “the terrorists always fail.” How appropriate!

After the meeting, Mike Opitz and I got together to discuss Jeff’s RVR number (Rotary Viewer Rating). We both agreed it is going in the right direction and is now up to 6.78, only .4 behind past presidents Steve Slyce and Scott MacDonald. Good work Jeff!

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

Jan. 15, 2015

By San Asato, Club Secretary, and
Mark Jessen, Public Relations Committee member

Financial Report

The financial statements for the Club and Foundation were reviewed and found in good order.

Committee Reports**Community Service (Grants):**

- Grant reviews are in process. Adopted a new form, fillable PDF, to review grants uniformly. Recommendations will be presented to the club and ERF boards next month.
- Discussion held and affirmed that committee grant recommendations should continue to be discussed at club board meeting.

Community Service (Projects):

- Holiday Gift Giving Program: Another successful holiday gift-giving program led by Jean Morrison.
- Salvation Army Bell Ringing: Led by Dan Hallberg and Wayne Harmon and raised \$5,766.
- Jeremiah House: Scheduled for April 9.
- Feed My Starving Children: Scheduled for 9 to 11 a.m. Saturday, May 2, and 9 to 11 a.m. Saturday, Oct. 3.

International Service:

- ERF approved \$15,000 Uganda project.
- Honduras Water project: A \$6 million-plus project in partnership with Water Missions International in the pipeline. Potentially our club will lead, with \$25,000 a year for five years. Most likely to be a district-wide project. Non-Rotarian donations are expected. This project is accessible for service trips.

Membership (Recruitment):

- Current membership stands at 159. Doing well with new members, but have had larger than usual member resignations.
- Greg Yoch was approved as a new member. His classification is Custom Business Décor.
- Member resignations: Michael Braun and Kurt Eckstrom.
- Member leave of absence approved for Ann Goebel.
- Five prospective members in pipeline.
- Diplomats are reaching out to individuals with low attendance and low involvement.

- Getting 10 to 20 prospects per quarterly Prospective Member Day.
- Steve Slyce encouraged recognizing members who achieve perfect attendance, Paul Harris, etc.

Membership (Retention):

- *Motown... The Musical* was a success, great fun had by all who attended.
- Bowling night is Jan. 31 at Tuttle's in Hopkins.
- Fireside Chats planned for April.

Public Relations:

- Social Media Training: Kaylin Eidsness will hold training in February to encourage membership to post tweets promoting our club.
- Club website update: PR is considering ways to have committee members updating posts on website.

The Rotary Foundation:

- Member participation and donation in giving to TRF is ahead of last year. Our club objective for TRF remains "Every Rotarian, every year." One way is to inform and encourage new members to take advantage of matching points for PHF with a first-time donation of \$333.
- Our club was recognized at last week's RI President Gary Huang's dinner at the St. Paul Hotel as having the highest per capita and largest number of Paul Harris Society members in our district, District 5950.

Youth Service:

- STRIVE: Additional mentors needed.
- Youth Exchange: Mike Kallas will coordinate exchange students country talks for this spring with Jeff Ohe.
- Interact: Mark Jessen noted bumps in getting Interact off the ground. Start may be deferred until next year.

Officers' Reports:

- President Elect Jennifer Bennerotte reported that portraits will be available at City Hall from 3:30 to 4:30 p.m. and 6:30 to 7 p.m. Jan. 20 for Rotarians. Also evaluation template form for existing projects will be emailed and feedback is requested.
- President Jeff Ohe reported that the Mid-term Assembly is this Saturday (Jan. 17). Sandy Schley will give tribute to Sherm Hoyt at today's club meeting.

Note: This is a brief summary of the board meeting. The official minutes of this meeting will be posted on our Rotary Club of Edina website at www.edinarotary.org when approved by the Board. You can find minutes of past board meetings in the Club Documents section of the website.

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**

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: Leann Stessman

Classification: Retail and Commercial Banking

What was your first job? Detasseling corn in the Iowa fields near the area I was born and raised.

Who was your first role model and why? My maternal grandparents inspired me with their sincere, hard working, and resourceful way of life.

Why did you want to join Rotary? Since moving to the Cities fairly recently, I have sought reputable organizations, such as the Rotary Club, to help me become more involved in the community. I also enjoy meeting new people and being surrounded by those who will help me grow personally and professionally.

What do you like best about being part of the Rotary Club of Edina? I have found the members to be a delightful group of people!

What one piece of advice do you offer other business leaders? Respect is earned. Honesty is appreciated. Trust is gained. Loyalty is returned.



Upcoming Events and Schedule

- Jan. 29 **Rotary Club of Edina Prospective Member Day**, 12:15 to 1:30 p.m., Edina Country Club, members are encouraged to bring someone interested in learning more about Rotary and our club. Lunch for all guests who are prospective members is free. Contact Josh Sprague for more information.
- Jan. 31 **Rotary Club of Edina Bowling Night**, Tuttle's Eat, Play, Bowl! in Hopkins, 7 to 10 p.m. Join your fellow Rotarians for a night of bowling fun. Cost is \$25 for each bowler. Sign up now at www.edinarotary.org.
- Feb. 4 **Edina Rotary Happy Hour**, Vocational Development Group, 5:30 to 7 p.m., The Mezz, Byerly's, 7171 France Ave. S., Edina, meets on the first Wednesday of each month to provide Club members the opportunity to enjoy food, drink, and fellowship while making business connections and learning more about what Rotary is doing in the community. Speaker for the Feb. 4 gathering is Sam

Thompson. Contact Kip Peterson for more information.

- April 7 **Joint meeting with EMRC**, 7:15 a.m., Edina Country Club.
- April 9 No meeting
- June 4 No meeting
- June 4 **Edina Rotary Annual Picnic**, location TBD. Look for details in the coming weeks.
- June 6-9 **Rotary International Convention**, Sao Paulo, Brazil.
- June 18 No meeting
- June 18 **2015-2016 District Governor Tim Murphy installation ceremony**, more information to be announced soon.

Blue is for special Rotary Club of Edina events.
Purple is for District 5950 events.
Orange is for Rotary International events.

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**