



THE BARKER

ROTARY CLUB OF EDINA

March 12, 2015 Meeting Assignments

Greeters	Melinda Inman, Jodie Jennings, & Luther Amundson
Front Desk	Chuck Agan
Invocation	Wooj Byun
Guest Introductions	Dave Hatzung
Barker	Larry Doty
Thank the Speaker	Mary Swendsen

Program: Author Terry Kerber, "Major Taylor, the Greatest Legend America Ever Forgot."

Menu: Cracker-crumb walleye or Italian turkey chop salad

In Review

March 5, 2015

By Greg Yoch

Attendees to the first meeting in March 2015 were warmly greeted by **Don Hutchison, Dennis Hykes** and **Greg Yoch**. The front desk was expertly staffed by **Audri Schwarz** and **Mary Hustad**.

After ringing the bell and welcoming everyone to the meeting, **President Jeff Ohe** began by speaking about the two primary fundraisers of Edina Rotary—the gala and The Rotary Foundation. The proceeds from these fundraisers provide the financial foundation for our many activities to support the community. In our ongoing efforts to do more, our club is establishing the Edina Rotary Legacy Fund, which is an endowment fund. Unlike our other fundraising efforts, these funds will provide a lasting endowment that will live on forever. A portion of the investment proceeds will be distributed annually. The source of these funds is intended to be from members' investment portfolios or from their estates, and not take the place of contributions to the gala or The Rotary Foundation. In order to become a charter member of the Legacy Fund, donations must be made by June 30.

Joe Christensen provided a thoughtful invocation and started us off on the Pledge of Allegiance. Thank you Joe.

Continued on next page

A Note from the President



Since 1957, our club has been a leader in our community, making a difference in the lives of those less fortunate both here and abroad. We are proud of the good work we do with our time, money and expertise to improve our local and global communities. That is our legacy.

We ask our members to donate money twice a year: once during our fall fundraiser and gala that raises money for the Edina Rotary Foundation, and once during our campaign to give to The Rotary Foundation and the Paul Harris program. Your generosity over the years has made an immeasurable impact on many people, most of whom we will never meet. In the past Rotary year, we raised over \$113,000 for the Edina Rotary Foundation at our "Rendezvous in Paris" Gala, and we contributed over \$70,000 to The Rotary Foundation. We are a generous club! With that money, we're able to participate in the Youth Exchange program, run Camp Enterprise, provide scholarships to STRIVE and high school students, provide clean water in Africa, and much, much more.

Many Rotary clubs and other non-profit organizations have endowment funds that allow individuals the opportunity to support that organization beyond their own lifetimes. The Minneapolis Rotary club #9, for example, has an endowment that is valued at more than \$2 million. With that endowment, they are able to take roughly \$100,000 per year forever to supplement their annual fundraiser. After much deliberation, it has been determined that if the #9 club can do this, surely the #1 club can do it! The time is now, and I'm excited to say that we have launched the **Edina Rotary Legacy Fund**, which will be the endowment portion of the Edina Rotary Foundation.

Gifts and bequests to the Legacy Fund will be invested in perpetuity and a portion of the investment return will be distributed annually to support our organization's local and global projects. The earnings will supplement the great work we already do in our local and global communities and enhance our ability to increase our footprint.

Continued on next page

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

www.rotary.org

• www.edinarotary.org

• www.rotary5950.org

Continued from previous page

It was great to see another strong showing of visitors at the meeting. And in addition, we had one visiting Rotarian. They were all introduced by **Matt Mattis**.

Jeff Ohe reminded us that **Jerry Potter**, who had major surgery on Monday, will be receiving the Edina Connecting with Kids Award on Friday, March 6, for his founding work of the "Do the Right Thing" program. Jeff also acknowledged the passing of **Skip Thomas'** mother-in-law and offered condolences.

Mike Kallas, director of the Community Service (Grants) Committee, gave an update on the grants process. The committee is currently gathering applications from worthy causes. Guidelines and applications are available on the Community Service portion of the Edina Rotary website. There was an Oct. 31 deadline for this year's applications. The committee vets the applications, with particular weight given to projects that focus on Edina and contiguous communities, are sustainable, encourage partnerships with other organizations, foster participation by club members, and provide benefits to many. Mike encouraged members to apply for a grant or join the committee. He also thanked the committee members for their service.

Josh Sprague, director of Membership (Recruitment), gave an update. The club is currently at 161 members, in pursuit of our Big Hairy Audacious Goal of 170 members. By adding 14 members and losing 12, we are +2 for the year, which is great. Josh highlighted some key membership initiatives. The three most recent quarterly prospective member meetings were attended as follows:

- July 30—24 visitors
- Oct. 30—13 visitors
- Feb. 20—14 visitors

There are other events that encourage new membership and retention, including the Edina Rotary Happy Hour (Vocational Development Group) led by **Kip Peterson**. There will be another prospective member meeting in April or May. Thank you to **Mary Hustad** for taking care of all the membership scheduling needs and administrative support, and to all the club members that are acting as mentors to new members.

Gerry Norton, long-time fan of the Green Bay Packers, was invited to introduce our speaker for the day, Gary Curtis of the Brainerd International Raceway (BIR). Gary has had a life-long passion for racing, starting first with motorcycles, where he had 69 wins, including multiple state and regional championships. Then he transitioned to automotive racing in the SCCA. He was the winner of the 1997 and 1998 Minneapolis Grand Prix. Since 2000, he has been associated with the Speed Channel. Gary spoke of the many

Continued on next page

Continued from previous page

The more our fall fundraiser and gala can be augmented by earnings from our endowment, the more we can participate in programs serving our local and global communities. A gift to the **Edina Rotary Legacy Fund** is a gift that will last forever and cement your commitment to the Rotary Club of Edina.

We believe that many club members will be interested in giving a "gift that keeps on giving" through outright or deferred gifts. The **Edina Rotary Legacy Fund** is the vehicle through which we can offer that opportunity. A professional fundraiser described a gift to an endowment fund as "a gift out of one's portfolio or out of one's estate, not out of your checkbook or pocket." It is a different type of gift than those we give at our fundraiser or to The Rotary Foundation. In no way do we want our campaign to raise money for the **Edina Rotary Legacy Fund** to impede our giving to the fundraiser or The Rotary Foundation. The Legacy Fund is designed to create a broader level of financial support and to move our giving to another level.

Ours is a club that always strives to do more, and we have been doing just that in our community for 58 years. As you think about your own legacy and how you would like to be remembered, we hope you will consider your Edina Rotary experience, the friendships you've shared, and the opportunities to be of service. A commitment and a contribution to the **Edina Rotary Legacy Fund** honors this legacy and ensures that Edina Rotary will continue to have an impact on our local and global communities for generations to come. **What a lasting legacy!**

Prior to June 30, 2015, the Rotary Club of Edina will recognize **Charter Members** to the Legacy Fund. For more information or questions, please contact Paul Mooty or myself. I hope you will consider joining us as Charter Members of the **Edina Rotary Legacy Fund!**

In Rotary Service,

Jeff

Please see the back pages of this week's Barker for more details about the Edina Rotary Legacy Fund.

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**

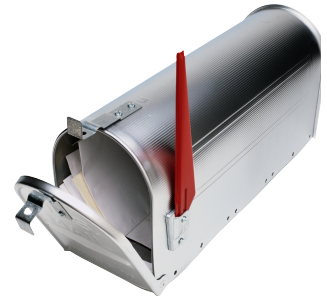
Continued from previous page

programs offered at the Brainerd International Raceway, now in its 47th year: Performance Driving School, Corporate and Private Events, Street Smart (advanced driving for teens), Safe Pursuit (advanced driving for law enforcement), Safe Guard (threat protection driving course), and SCCA Competition School. Whether you want to drive one of BIR's real race cars that go up to 135 mph, bring your own car to the track, or do an exotic car ride-along, BIR has a program for you. It is a great place to have fun and learn. Gary talked in most detail about the Street Smart program. This was a program that Gary founded after a tragic car accident involving his wife. This accident was the result of an inexperienced and distracted teenaged driver. So Gary started the Street Smart program as an advanced driving school for teen drivers, that goes well beyond the minimal, baseline training of standard driver's education. This course is all about helping new teenaged drivers make the right decisions that could be lifesaving for themselves and others.

After a few questions were answered by Gary, our own **Ann Platt** thanked him for his presentation. **Jeff Ohe** promptly adjourned the meeting.

Rotary Club of Edina mailbox

On behalf of the youth in our community who are experiencing homelessness and instability, thank you for your generous donation to Oasis for Youth. Please extend our gratitude to your members, especially Jean Morrison, who arranged for the donation [through the Rotary Club of Edina Holiday Giving Program].



With generous community support like Rotary's, Oasis for Youth was able to assist youth with many basic needs this cold winter. Your donation provided youth with hats, mittens, personal care items, wallets, and assistance with Target gift cards for things we do not stock. Generosity from Rotary enables Oasis to leverage our financial resources to help more youth secure safe and stable housing, attend school, maintain employment, and improve health. Our Resource Center usage grew each month in 2014, as youth came more frequently for support and assistance. Oasis for Youth was able to provide young people with the assistance they need to survive and thrive.

Your donation helps ensure that Oasis for Youth will continue to be a place where suburban youth experiencing homelessness and instability can find resources, referrals, and connections to caring adults in their own communities. Truly, you are helping Oasis open the doors to opportunity. Thank you! We value your partnership.

Sincerely,
Andrea Knoll
President, Board of Directors
Oasis for Youth

Upcoming Events and Schedule

- March 11 **Women of Rotary**, social event, 6 to 9 p.m., Heather Hansen's home, all female Rotarians and any friends they have who might be interested in learning more about Rotary are invited to attend, Jean Morrison and instructors from Krav Maga Club will give a demonstration on self defense and teach some basic defense moves. Contact Mary Swendsen for more information.
- April 1 **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 make business connections and learn more about what Rotary is doing in the community. Speaker for the April 1 gathering is Joe Graca. Contact Kip Peterson for more info.

- April 7 **Joint meeting with EMRC**, 7:15 a.m., Edina Country Club.
- April 9 No meeting
- April 9 **Jeremiah House dinner**, 4 to 7 p.m., 1510 Laurel Ave., Minneapolis, four to six volunteers are needed to help with a meal for families at Jeremiah House. Contact Mike Eckert to volunteer or for more information.
- April 23 **Vocational Ethics Meeting**, 11:30 a.m. to 1:30 p.m., Edina Country Club, all Area 3 Rotary Club members are welcome to attend this special meeting, as well as high school students. More information to come. Contact Dan Hallberg with questions.

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**

Plant tomorrow's landscape with a single seed.



Edina Rotary Legacy Fund

The Edina Rotary Legacy Fund invests in Edina Rotary's vision of a better world. Once planted, your tax-deductible gift provides ongoing funding for our Club's local and international service projects and youth development

What you give today secures Rotary's tomorrow.

Plant tomorrow's landscape with a single seed.

Every year, high in the San Bernadino mountain range of Southern California, five acres of beautiful daffodils burst into bloom, dotting the landscape like a fine needlepoint. Amazingly, this special spot, known as "The Daffodil Garden," was planted by one person, one bulb at a time, over a period 35 years. Author Jaroldeen Edwards describes the story of her first visit to The Daffodil Garden in "The Daffodil Principle." The principle has simple message: Start today, one step at a time, to change your world.

The Edina Rotary Legacy Fund invests in Edina Rotary's vision of a better world. Once planted, your tax-deductible gift provides ongoing funding for education, water, health, economic development, and peace. What you give today secures Rotary's tomorrow. Plant your money where your heart is.

Edina Rotary Legacy Fund

The Edina Rotary Legacy Fund is the endowment portion of the Edina Rotary Foundation. The principal will always be there, and the earnings will help fund the many programs our members support:

- **Local Community Service**
Grants to organizations in the Edina area
- **International Community Service**
International grants, often in cooperation with Rotary International
- **Youth Development Programs**
- **Scholarships**
- **International Exchange Programs**

Building the endowment of our Foundation over time will substantially increase the impact we can make in our service mission. The more our fall fundraiser and gala can be augmented by earnings from our endowment, the more we can participate in programs serving youth and international service.

Legacy of Service

A gift to the Edina Rotary Legacy Fund is the "gift that keeps on giving." It represents an opportunity to fund Edina Rotary's service mission beyond one's own lifetime.

The Edina Rotary Permanent Fund ensures that we are able to not only support the outreach and programs of our communities today, we will also nurture future leaders of the Foundation so that they may carry on our legacy of service in the years to come.

Sound Stewardship

The Edina Rotary Legacy Fund is the endowment portion of the Edina Rotary Foundation, a Minnesota corporation. Its board of directors consists of the Officers of the Rotary Club of Edina, and six at-large members of the Rotary Club of Edina who are elected for their legal, financial or other expertise beneficial to the Foundation.

Good Stewardship is the cornerstone of foundation activity. An independent money management firm selects the investments based on guidelines established by the Foundation and reviewed periodically. An Investment Committee establishes investment policy and monitors quarterly performance of the investment manager.

You can be confident that your Edina Rotary Legacy Fund contribution will be nurtured and preserved by caring Rotarians, thus providing lasting support to the local and global communities.

Charter Memberships

Donors who qualify for one of the membership giving levels will be honored as Charter Members of the Edina Rotary Legacy Fund.

Named Funds

If you would like to direct your endowment gift toward a specific Edina Rotary program, you may do so with a gift of \$25,000 or more. Please contact a member of the Foundation's Board of Directors for details.

Bequests and Deferred Gifts

Please keep the Edina Rotary Legacy Fund in mind when reviewing your will. Please contact us to review deferred giving arrangements for trusts and annuities.

Charter Membership Levels

For payments made over a period of 10 years or less:

Level 1	\$10,000
Level 2	\$25,000
Level 3	\$50,000
Level 4	\$100,000
#1 in the Universe	\$250,000

For bequests and other deferred gifts:

Level 1	\$25,000
Level 2	\$50,000
Level 3	\$100,000
Level 4	\$250,000
#1 in the Universe	\$500,000

Plant your money where your heart is.
Visit www.EdinaRotary.org.





The Daffodil Principle

By Jaroldeen Asplund Edwards

Several times my daughter had telephoned to say, “Mother, you must come see the daffodils before they are over.” I wanted to go, but it was a two-hour drive from Laguna to Lake Arrowhead. “I will come next Tuesday,” I promised, a little reluctantly, on her third call.

Next Tuesday dawned cold and rainy. Still, I had promised, and so I drove there. When I finally walked into Carolyn’s house and hugged and greeted my grandchildren, I said, “Forget the daffodils, Carolyn! The road is invisible in the clouds and fog, and there is nothing in the world except you and these children that I want to see bad enough to drive another inch!”

My daughter smiled, “We drive in this all the time, Mom.”

“Well, you won’t get me back on the road until it clears and then I’m heading straight for home!” I said, rather emphatically.

“Gee, Mom, I was hoping you’d take me over to the garage to pick up my car,” Carolyn said with a forlorn look in her eyes.

“How far will we have to drive?”

Smiling she answered, “Just a few blocks, I’ll drive ... I’m used to this.”

After several minutes, I had to ask, “Where are we going? This isn’t the way to the garage!” “We’re going to my garage the long way,” Carolyn smiled, “by way of the daffodils.”

“Carolyn,” I said sternly, “please turn around.”

“It’s all right, Mom, I promise, you will never forgive yourself if you miss this experience.”

After about 20 minutes, we turned onto a small gravel road and I saw a small church. On the far side of the church I saw a hand-lettered sign, “Daffodil Garden.”

We got out of the car and each took a child’s hand, and I followed Carolyn down the path. As we turned a corner of the path, I looked up and gasped.

Before me lay the most glorious sight. It looked as though someone had taken a great vat of gold and poured it down over the mountain peak and slopes. The flowers were planted in majestic, swirling patterns, great ribbons and swaths of deep orange, lemon yellow, salmon pink, saffron and butter yellow. Each different-colored variety was planted as a group so that it swirled and flowed like its own river with its own unique hue.

Five acres of the most beautiful flowers I had ever seen!

“Who planted all these?” I asked Carolyn.

“It’s just one woman,” Carolyn answered. “She lives on the property. That’s her home.” Carolyn pointed to a well-kept A-frame house that looked small and modest in the midst of all that glory.

We walked up to the house we saw a sign reading:
Answers to the Questions I Know You Are Asking
50,000 bulbs
one at a time
by one woman
2 hands, 2 feet and very little brain
Began in 1958
There it was ... “The Daffodil Principle.”

For me that moment was a life-changing experience. I thought of this woman whom I had never met, who, more than 40 years before, had begun – one bulb at a time – to bring her vision of beauty and joy to an obscure mountain top.

Still, this unknown, old woman had forever changed the world in which she lived. She had created something of magnificent beauty, and inspiration.

The principle her daffodil garden taught is one of the greatest principles of celebration: Learning to move toward our goals and desires one step at a time, learning to love the doing, learning to use the accumulation of time.

When we multiply tiny pieces of time with small increments of daily effort, we too will find we can accomplish magnificent things. We can change the world.