



THE BARKER

ROTARY CLUB OF EDINA

May 8, 2014 Meeting Assignments

Greeters	Bob Stehlik & Steve Veker
Front Desk	Mike Opitz
Barker	Gary Pedersen
Program Host	Paul Peterson

Thursday, May 8, is Vocational Day. Rotarian Paul Peterson is hosting members at the Minneapolis Media Institute, 4100 W. 76th St., Edina. He will give members a tour of the Media Institute, where he is the program chair for the Recording and Music Technology department. The meeting will start at noon and a box lunch will be provided by the Club. Registration is limited because of space, so if you plan to attend, you must register. Members can register for the meeting by logging onto www.edinarotary.org, and going to "Events," or by calling Marty Kupper at 952-841-2160.



Rotary Club of Edina wins awards at District Conference May 2

The Rotary District 5950 Conference was May 2 at the Radisson Blu at the Mall of America in Bloomington. Several Rotary Club of Edina members attended the event. Above (left to right), Rotarians Jennifer Bennerotte, Wooj Byun, Barbara Born, Steve Slyce, Ann Platt, Scott MacDonald, Josh Sprague, Brad Beard, and Doug Johnson, are shown at the breakfast awards ceremony. The Rotary Club of Edina received four awards at the Conference. The Club won Awards of Excellence in Community Service, Membership Development, and Public Relations, and Rotarian Wooj Byun won a Service Above Self Award. Congratulations everyone!

In Review

May 1, 2014

By Doug Johnson

The group gathered as the skies began to thin and there was no sign of rain. **President Steve Slyce** had his ark parked in the ECC parking lot just in case. You can never be too careful after the 4+ straight days of rain, including two Twins games being postponed and the second wettest April on record.

Our greeters, **Wade Thommen, Sam Thompson**, and new Edina Rotary member **Sue Spalding**, all were cautiously sunny while welcoming the dry but weather-weary fellow Rotarians.

Audri Schwarz and **Jean Morrison** (who was on hand to translate everything into French if needed) held forth at the front desk.

Once settled, **President Slyce** opened the meeting ready to lead another meeting worthy of the No. 1 Club in the Universe.

Bob Stehlik provided examples of May Day (May 1) traditions, noting that if you leave a May basket on someone's doorstep and run away (thus remaining anonymous) but somehow are caught, the catcher has the right to a kiss...thus sowing the "seeds of love." He followed this with a more reverent moment of invocation and pledge of alliance...thus, demonstrating that past presidents can still touch the crowd or was that they are touched or...well whatever.

Jim Gibson welcomed our guests including:

- Yevgeniy (Eugene) Drozdov, guest of **Mary Hustad**
- Dario Anselmo, guest of **Heather Hansen**
- Randy Sparling, visiting Rotarian from Edina Morningside Rotary Club
- John Damberg, past District Governor and visiting Rotarian from Virginia, Minn. (and an architect, too!)

President Steve now turned his attention to thanking:

- **Jerry Potter** and his fellow volunteers for a successful Vocational Ethics Seminar with Edina High School students

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Jennifer Garske, Club Administrator

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- **Dan Hallberg** and **Wayne Harmon** and all of those who worked on the great Vocational Ethics Day last week, with our combined club meeting with Edina, Eden Prairie, Bloomington, Richfield and Southwest Metro clubs.
- **Frank Cardarelle**, long-time member of our Club who also serves on the Edina Historical Society Board, for receiving the Mayor's Award for the Outstanding Community Service Organization at the City of Edina Volunteer Recognition Event on April 29.
- **Doug Johnson** for being selected as the Rotary Club of Edina 2014 Rotarian of the Year. He received this recognition at the City of Edina Volunteer Recognition Event on April 29. Doug is our Club's P.R. chair and serves on the Board of Directors. He also serves on the Southdale YMCA Board; is a group leader for a men's Bible study at Wooddale Church in Eden Prairie; leads a group and serves on the leadership team for Community Bible Study, an ecumenical Bible study including over 600 participants and 60 churches held at Christ Presbyterian Church; and formerly served on the Fairview Southdale Hospital Community Relations Committee. For fun, he gives tours of Target Field.

Brad Beard shared that the quota for the Feed My Starving Children event on May 3 is filled but anyone else interested should contact him. He noted that the group will pack around 6,000 meals.

Sutton McGraw is seeking host families for our incoming Rotary exchanged students, a girl from Japan and a boy from the Czech Republic. Contact her if interested.

In an incredibly rare moment, the always-perfect **President Slyce** introduced **Gordy Lewis** and his new member, "**Alex**" **Steuer** for his induction. At least 60 of those present shouted out, "It's **Axel**, not **Alex**!" The always-deft President then said he was just reading the name tag backwards. Huh?!!

"**Alex**" or was that "**Axel**"...guess I looked at the nametag wrong...was duly indicted and recognized. Of course there was one additional challenge. Gordy managed to get a Rotary pin that appeared to be tamper resistant and wouldn't open. Is this considered a wardrobe malfunction?! Gordy admitted that he should have spent more time practicing this difficult maneuver prior to performing before the pressure of the always-tough crowd.

All present considered **Axel Steuer's** addition to the club as a real coup. What a fabulous guy with fabulous talents with fabulous goals, etc. He is simply fabulous. Welcome!!! Also, thank you **President Slyce**.

Mike Kallas introduced one of our local grant recipients, Cornerstone. Barton Erickson, coordinator of School-Based Violence Prevention, gave a brief presentation about the organization.

Cornerstone's purpose is to serve families who experience violence and abuse in their home. Their services include safe housing, support groups, family therapy/counseling and educational groups just to name a few. They serve over 60 percent of Hennepin County. Interested in volunteering? Check out Cornerstone's website at: www.cornerstonemn.org.

Matt Boockmeier introduced our speaker.

David Bahn has an MBA in information systems/management and organizational behavior, Leonard N. Stern School of Business, New York University; Ph.D. in business (information and decision sciences), Carlson School of Management, University of Minnesota.

Professor Bahn's topic was Massive Open Online Courses (MOOCs).

Bahn noted that we are experiencing a revolution of online educating changing higher education at an overwhelming pace of change, including courses and learning options.

It appears that general classes and basics are currently being delivered via MOOCs. Professors present via live or taped video. Of course this presents a tremendous challenge to four-year colleges and universities, where such courses typically take two years to complete. Looking ahead, what would this do to current institutions that typically charge \$30,000-60,000+ per year.

On the other hand, the data to date shows that the completion rate for such courses is not that good. In addition, the issue of assessment presents challenges...many of which have not been overcome.

One point for certain is that upper level classes don't fit the current model of MOOCs. For example, how do you teach, deliver, and assess a business plan? No one has found a way around the face to face that is currently needed and required for such situations.

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Of course that didn't stop a Bill Gates. Did he require higher education at all or just a garage?

The focus and push right now are mid-career adults and their companies.

A typical college graduate today has 5+ careers. Retraining and new skills are often required along the way. MOOCs work well for this.

A typical trade worker experiences incredible changes in skills required equipment, technology, etc. Again, MOOCs work well for this.

If you aren't convinced that MOOCs will work, check out a number of places online. Your local library offers free online language classes. The Microsoft Learning Academy has a number of classes you can take for free. Many universities are now offering "free" sampler courses.

Conclusion: MOOCs are here to stay. Deal with it.

The meeting was adjourned and for the first time in weeks, well, maybe months, our Rotary faithful filed out the door to no precipitation and a reasonable temperature. We all hope that trend continues.

Checking in with...The Rotary Foundation

At least 7 million children under the age of 5 die each year due to malnutrition, poor health care, and inadequate sanitation. To help reduce this rate, Rotary International provides immunizations and antibiotics to babies, improves access to essential medical services, and supports trained health care providers for mothers and their children. The projects ensure sustainability by empowering the local community to take ownership of health care training programs.

Contributions to The Rotary Foundation make it possible for the Rotary Club of Edina to transform lives worldwide. Those of you that have already made your RI contribution, we thank you. If you have made a pledge to the RI Foundation, please remember the RI year ends June 30 and we would appreciate your contribution prior to June 1. If you have made a contribution this year, please consider making a donation to help us meet our RI Foundation goal for the 2013-14 year.

If you have any questions, please contact Will Steinke.

Upcoming Events and Schedule

- May 8 **Vocational Day**, Minneapolis Media Institute, 12 to 1:30 p.m., hosted by Paul Peterson, space is limited so members **MUST** register online or contact Marty Kupper if they plan to attend
- May 17 **Park Clean-up**, Wooddale Park, Edina, 10 a.m. to 12 p.m.
- June 1-4 **Rotary International Convention**, Sydney, Australia
- June 19 **Transition Day** meeting, Edina Country Club, 12:15 to 1:30 p.m.
- June 25 **Annual Rotary Picnic**, Centennial Lakes Park, Edina.
- June 26 No regular Rotary Club of Edina meeting

Blue is for special Rotary Club of Edina events.

Purple is for District 5950 events.

Orange is for Rotary International events.



Rotarians help pack meals May 3

On Saturday, May 3, 32 Rotarians, family, and friends, along with other volunteers, went to Feed My Starving Children in Chanhassen to pack meals to send to children and families in need around the world. Shown above are some of the Rotarians who attended (left to right): Sutton McGraw, Brad Hepp, Rick Carlson, and Mike Kallas. The volunteers packed enough meals in two hours to feed 76 children for a year! The meals packed that day will be sent to Liberia. Thanks to Rotarian Brad Beard for organizing the event, and all those who attended!

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Checking in with...Youth Exchange

Louis and Giuliano have made the move to their third host families! Jeff and Alley Ohe are generously adding to their "wolf pack" and hosting Louis! Jack Lee and family (EMRC) are hosting Giuliano. Both boys are playing rugby with the Edina rugby team this spring.

Louis and Giuliano, along with Kat Fink and Amy Hobday, were able to join us for the Vocational Ethics luncheon last week. They were impressed by our speaker and were thrilled to be invited to join us. Thanks to Heather Haen Anderson for inviting the kids.

Next year we will be hosting two students, a young man from the Czech Republic and a young lady from Japan. Sonja Tengdin is working hard to secure six host families by end of summer. If you are interested, let Sonja know. Additionally, Terry Stevens and Heather Haen Anderson have found four EHS students to spend a year abroad! We will have the opportunity to meet these great kids later this spring before they leave for their Exchange Year.

If you would like to get involved in the Rotary Youth Exchange committee, contact Sutton McGraw.

Rotary Club of Edina mailbox



Thank you for your very generous grant of \$5,000 to the Steve Rummmler Hope Foundation. We have received your check totaling \$11,000, which includes the \$6,000 grant from Rotary District 5950. These funds have been set aside to be used for our Rotary-funded video project. This video will create much-needed awareness of our nation's epidemic of addiction and overdose deaths.

We are looking forward to working with members of Rotary on the production and distribution of this very important video, which will undoubtedly change and save lives.

With sincere appreciation,
Judy Rummmler
President
Steve Rummmler Hope Foundation

Like Rotary on Facebook!

Go to the **Rotary Club of Edina Facebook page** (www.facebook.com/EdinaRotary) and give it a "Like"!

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: Don Hutchison

Classification: Financial Advisor

What was your first job? In my first job out of college I was a Public Information Specialist with the Montgomery County Health Department, Dayton, Ohio. Much earlier, in middle school, I mowed lawns in the neighborhood for \$2-\$4, depending on the size of the lot. I did trimming with hand clippers.

Who was your first role model and why? My high school football coach, Mr. Rocco. He helped me understand I could accomplish more working with others as a team and that I had more potential and more to contribute than I realized.

Why did you want to join Rotary? Men and women I know and respect in the community are Rotarians. Every Rotarian I meet is someone who adds value to the community. I want to associate with people who make a difference.

What do you like best about being part of the Rotary Club of Edina? Meeting and learning about people in the community.

What one piece of advice do you offer other business leaders? Talk to others by listening. Ask questions to understand. Do what you're good at and know your limitations.



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Edina Rotary hosts EHS students for Vocational Ethics Seminar April 22

Tuesday, April 22, 2014, was one of those days that we often mark as a stake date, a date to remember. Forty-six students from Edina High School met at the Church of St. Patrick in Edina from 8:30 a.m. to 3 p.m., in deep discussion with 18 Edina Rotarians, exploring the subject of ethics and leadership. The seminar was co-sponsored by Rotary Club of Edina and the 212 Leadership Group of EHS. Principal Bruce Locklear, Heidi Howard, and Joseph Deckenbach represented EHS staff at the event.

Rotarian Thom Winninger gave the keynote address, presenting how ethics, branding, and development of an organization's culture are all interwoven. Fellow Rotarian Gary Pederson followed with some examples of relaxed ethics and how reduced ethics can result in a culture leading to disaster.

A panel of four students, Alex Davis, Sara Aulik, Laura Baker, and Jack Hulstand, responded wonderfully to the challenge of discussing ethical situations that required more than just cursory decision making.

Rotarian Mitch Robinson closed the day with his unique position as a criminal defense attorney and taught us how undesirable consequences can occur from poor decisions and how recovery can occur even though poor decisions can be made by good people.

It was a great day and hopefully will be repeated during the next school year.

Thanks to Jerry Potter and his team for their service.

Join Rotary Club of Edina spring clean-up at Wooddale Park

This year, the Rotary Club of Edina has signed up to do spring and fall clean-ups at one of our city's beautiful parks. **We will be doing a spring clean-up at Wooddale Park on Saturday, May 17, from 10 a.m. to noon.** The park is at the corner of 50th Street and Wooddale Avenue, very close to the Edina Country Club.

Bring a rake and gloves and the Club will provide cool safety vests and garbage bags. Tom Pirsch will be serving up his famous chili for the volunteers. E-mail matt@mattboockmeier.com to sign up or if you have questions.

'Chrysanne Manoles Women in Leadership Award' nominees sought

Reflecting society in 1905, the Rotary organization was limited to male members and remained so officially until 1989, when the Council on Legislation, Rotary's parliament, voted to eliminate the male-only provision, opening up membership to qualified women across the world. However, the forward-thinking Rotary Club of Edina welcomed its first female member, Chrysanne Manoles, a year earlier in 1988. Manoles continues to be active in Rotary.

In Manoles' honor and to celebrate the work of women in the community, the Rotary Club of Edina established an annual women's leadership award in 2008. Previous winners include Dr. Laurel Wills, Ann Byrne, Donna Tilsner, Katey Taylor and Ruth Valgemae.

Nominees cannot be current Rotarians and must live, work or volunteer in Edina. Female nominees must demonstrate Rotary's "Four Way Test" of the things we think, say or do: Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned?

To nominate a woman for the prestigious award, submit a one- or two-page letter explaining how the person demonstrates the Four Way Test and what she does in the community. Letters should be sent to Rotary Club of Edina, 4801 W. 50th St., Edina, MN 55424 and must be postmarked by Thursday, May 15.

The 2014 Chrysanne Manoles Women In Leadership Award will be presented at a meeting of the Rotary Club of Edina May 29.

For more information on the Women In Leadership Award, contact Jennifer Bennerotte, 952-833-9520.

We're on TV!

The program portion of the Rotary Club of Edina's weekly meetings are being televised and air on Edina Community Channel 16 (EDINA 16) daily at 1 a.m., 9 a.m. and 5 p.m. The programs are also available on YouTube.



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