

"Rotary- neighbors, friends, and problem-solvers who come together to make positive, lasting change in communities at home and abroad."



# Moccasin Flower

Official Publication of The Rotary Club of Rochester, Minnesota

Club No. 2164

Organized June 12, 1925

District No. 5960

Volume 90

January 2018

Number 7

## VITAL STATISTICS

MEMBERSHIP: 179

ROCHESTER ROTARY RISERS: none reported

GREATER ROCHESTER ROTARY: none reported

ROTARY eCLUB ONE: Sarah Burrington

OTHER CLUBS: none reported

RESIGNATIONS: Rose-Martine Haglund, Dennis Nigon, Joselyn Raymundo

## JANUARY IS VOCATIONAL SERVICE MONTH!

*By Vocation Service Director Sinéad Chick*

January is the month many use to revisit their goals, and renew their efforts towards achieving those goals. For many of us, Rotary is a vocation, and given that January is Vocational Service Month, how can we marry the two? We are committed to the ideals and principles of Rotary as a nurse is committed to caring for patients. Rotary is a way of life, and in every life, there are times when we benefit from revisiting our goals and renewing our efforts towards achieving those goals.

The concept of vocational service is to encourage and foster high ethical standards in all we do, in business and in our professions; to recognize the value of all occupations; and to see each Rotarian's occupation as an opportunity to serve society and our communities. Keeping your commitment to Rotary top of mind what does that look like for you? Are there opportunities for you to become more involved? Would you like to share your vocation with the club? How can you serve the community through your profession/vocation? Are there opportunities for you to mentor others to become (more) involved? Can you encourage a colleague or a young person to achieve their goals? This is vocational service, and vocational service is at the core of what Rotary stands for. Make January count!

## JANUARY BIRTHDAYS

<u>Name</u>	<u>Birthday</u>	<u>Birthplace</u>
January 1	Bill Hendee	Owosso, MI
January 4	Patricia Carlson	Colfax, ND
	Wes Duellman	
	Sue M. Johnson	Rochester, MN
January 5	Jerry Lobland	Preston, MN
January 7	Margaret Hinz	Rochester, MN
January 9	Mike Muñoz	Lexington, NE
January 11	Jennifer Teske	Hampton, IA
January 22	Heidi Mestad	Cedar Rapids, IA
January 24	Walt Menning	LaSalle, IL
January 25	Kathy Lessard	Osage, IA
January 30	Melody Trimble	KI Sawyer AFB, MI
January 31	Deb Muench	Sparta, WI

*If we have missed your birthday, please let us know.*

JANUARY IS

### VOCATIONAL SERVICE MONTH

"Vocational service gives Rotarians the opportunity to help others escape poverty and gain a measure of self-respect. As business and professional leaders, we have a duty to lead and encourage good ethics through vocation."  
Carlos Frum, PDG D6440

Rotary

www.rotary.org

# JANUARY CALENDAR

## Weekly Meetings

- January 4** **Service First Thursday**, Rochester Public Library, (101 2<sup>nd</sup> St SE), 11:00 am – 1:00 pm
- January 11** **Traditional Meeting**, “Cradle to Career Program,” presented by Elaine Case, Mayo Civic Center, Suite 101 (30 Civic Center Dr), 11:30 am – 1:00 pm
- January 18** **1905 Meetings**, Charter House, Express Employment Professionals, Trinity Lutheran Church, 11:30 am – 1:00 pm
- January 25** **Offsite Meeting**, Pasquale’s Neighborhood Pizzeria (130 5<sup>th</sup> St SW), 11:30 am – 1:00 pm

## Thanks to all who helped with the

**December meeting:** Greeters: **Kathy Lessard**, **Jim Sloan**; Cashier: **Jen Woodford**; Sergeant-at-Arms: **John Woodruff**; Visitors Desk: **Betty Devine**; Music: **Kristine Ihrke**; Reflections: **Mark Neville**; Four Way Test: **Stacey Vanden Heuvel**; Introduction of Visitors: **NA**; Presenters: **Nick Mezacapa**

## January Rotary Anniversaries

Person, Jerome	1 year
Mihm, Mariah	1 year
Dahl, April	2 years
Morehead, Matt	2 years
Hendee, Bill	3 years
Ihrke, Kristine	4 years
Neville, Mark	4 years +
Aldis, Colin	6 years
Hagen, Maury	6 years
Stenhaus, Steven	7 years
Brubaker, Bru	11 years
Kolas, Nick	13 years
Baihly, Caroline	17 years
Luedke, Lorie	21 years
Daube, Cynthia	26 years
O'Fallon, Mike	25 years
Clarey, Lynn	37 years
Woodruff, John	43 years



## Other Meetings & Events

- January 1** **No Channel One Service**
- January 8** **Salvation Army Dinner Service**, Salvation Army Bldg, (20 NE 1st Ave), 5:30-7:00 pm
- January 8** **Around the World Gala Committee** meeting, Twigs Tavern & Grille (406 6 St. SW) 3:00-4:30 pm
- January 9** **Rotary Club of Rochester Board**, OMC SE Clinic Conference Room 4-2 (210 9th St SE) 7 am
- January 10** **Rotary Clubs of Rochester World Community Service Meeting**, Edina Realty Conference Room (1301 Salem Rd SW) 7:00 am
- January 15** **Youth Exchange Committee Meeting**, People’s Food Co-op (519 1st Ave SW), 6:00-7:00 pm
- January 17** **Rotary Information Meeting**, location TBD, 4:30-5:30 pm
- January 24** **Wine Down Wednesday**, Forager Brewing Company (1005 6th St NW), 4:00 pm

**Rotary**  **usbank**

**HOLIDAY**  
**C\* L\* A\* S\* S\* I\* C**

Thank you, Rotary Club of Rochester Rotarians  
for your support of the Holiday Classic!



Thank you to Fr. Nick Mezacapa for an inspiring program on Diversity in Rochester during our 2017 Rotary Holiday Luncheon.



# Thank you 2017 Rotary US Bank Holiday Classic Sponsors and Advertisers

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Mayo Clinic Sports Medicine  
Mayor Ardell Brede  
Med City Dental  
Minnesota 97.5 Radio  
Nietz and Eversman Accounting  
Northwest Dental Group  
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Olmsted National Bank  
OMC Sports Medicine & Athletic Perf.  
Park Place Motor Cars  
Pasquale's Neighborhood Pizzeria  
People's Energy Cooperative  
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Pure Rock Studios

RBC Wealth Management  
RCYBA  
Restovich - Braum & Associates  
Rochester Amateur Sports Commission  
Rochester Area Foundation  
Rochester Convention Visitors Bureau  
Rochester Family Eye Clinic  
Rochester Public Schools  
RSM  
Ryan Windows & Siding  
Smith Schafer & Associates  
Stifel Nicolaus-The Van Straaten Team  
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University of Minnesota Rochester  
US Bank  
Vicki Allen Consulting  
Winona State University Rochester  
Women's Shelter



# Service First Thursday at Rochester Public Library



# ROTARY TREE PLANTING CHALLENGE

*By 2015-16 President Bill Wiktor*

Now that the holidays are done and the Rotary Holiday Classic is finished, our thoughts turn to SPRING and tree planting!

When Ian Riseley assumed his RI President role in July, he offered the theme Rotary: Making a Difference, and a goal to focus on the environment. He issued a challenge to all Rotary clubs worldwide - to plant a tree for each Rotarian in their club.

"It is my hope that the result of that effort will be far greater than the environmental benefit that those 1.2 million new trees will bring," Riseley said. "I believe the greater result will be a Rotary that recognizes our responsibility not only to the people on our planet, but to the planet itself."

To meet this challenge, the three Rochester Rotary Clubs decided to embark on a joint project to plant 300 trees in the Rochester area.

## How are we going to accomplish this task?

After meeting with the Rochester Park and Recreation Department and the City Forester the recommendation was to partner with the RNeighbors organization in the 2018 tree planting efforts. This bi-annual event (spring and fall) is a community-wide tree planting service day. Over 200 trees are planted during this project and site selection, tree acquisition and planting guidance are all coordinated by the RNeighbors organization (in cooperation with the Forester and citizen foresters). To get a better idea, visit this link for the fall 2017 project - <http://www.rneighbors.org/fall-2017-rneighborwoods-community-tree-planting/>. In addition (and to reach our 300 tree goal) we are partnering with the Quarry Hill Nature Center to plant 100 tree saplings.

## What does this involve for the Rotary clubs?

The usual for any service project - volunteers, volunteers and donations.

The tree planting event will be held the morning of Saturday, April 28, 2018. The volunteers (who will be digging holes and planting trees) can be Rotarians, families and friends. Everyone is welcome. We'll need lots of them!

Since we are a major sponsor for this event, we'll need to raise donations to cover the cost of some of the trees. We'll receive a lot of publicity and recognition for the sponsorship. The goal is \$1,000 amongst the three clubs. We're planning some unique mementos in recognition of the donors. The Rotary Club of Rochester Foundation will be the repository for the charitable donations.

More details on the volunteer activity and donations will be forthcoming - but, **mark your calendar for this great tree planting community service project on April 28.**



## The Rotary Club of Rochester 2017-18 Club Progress Towards Goals

CATEGORY	2017-18 GOALS	As of December 31, 2017
<b>Membership</b> <i>(started the 2017-18 Rotary year at 185)</i>	183	179
<b>Rotary International Foundation Annual Program Fund</b>	\$15,000	\$8,440 (54% of goal)
<b>Every Rotarian Every Year (EREY)</b>	100%	14%
<b>PolioPlus</b>	\$4,000	\$5,200 (130% of goal)
<b>District 5960 Fast for Hope Project</b>	\$1,000	\$0 (0% of goal)
<b>Rotary Club of Rochester Foundation</b>	\$10,000	\$8,270 (82% of goal)





## District 5960 Mid-Term Rally

**Saturday, January 13, 2018 - 8:00am – 2:30pm**  
**Free Event including Lunch!**

Join us for a morning that re-energizes you with innovative ideas, as we enjoy the fellowship and networking of fellow Rotarians and a special New Member Recognition.

**Keynote Speaker:** Quentin Wodon

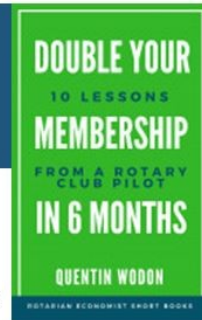


### ROTARIAN ECONOMIST

*Analysis and Commentary for Service Above Self*

Quentin Wodon, Past President of Rotary Club of Capitol Hill, DC & Lead Economist in the Education Global Practice at the World Bank.

Quentin is the Author of the books, *Membership in Service Clubs* and *Double Your Membership in 6 Months*. He will review the results of our district membership survey and share some valuable insights that we can take back to our clubs.



We are now halfway through this Rotary year...Mid-Term is a time to meet and network with fellow Rotarians, learn of club activities around the district, and re-energize for the rest of the year. All Rotarians are encouraged to attend, particularly Club Presidents, Presidents-Elect and Board Members, Assistant Governors, and District Leadership.

[Click Here](#) for Registration (Lunch Included)

### Features:

- District Survey Results by guest speaker - **Quentin Wodon**, past president of Rotary Club of Capitol Hill, DC
- Membership Panel with a focus on Engagement
- Public Image Panel with a focus on Social Media, Developing a Marketing Plan, Relationships with Newspapers and more
- Small group discussions following each panel
- Presentations by District Committees
- New Member Recognition

### Agenda:

- 8:00 am - 8:45 am - Registration
- 8:45 am - 9:00 am - Welcome by DG Kyle Haugen
- 9:00 am - 9:45 am - Quentin Wodon Presentation
- 9:45 am - 10:40 am - Membership Panel & Small Group Discussion
- 10:40 am - 10:55 am - Break
- 10:55 am - 11:50 am - Public Image Panel & Small Group Discussion
- 12:00 noon - 1:15 pm - Lunch with Discussion "How to Make a Difference"
- 1:15 pm - 1:35 pm - Break
- 1:25 pm - 2:20 pm - New Member Recognition, Awards Program, Wrap-up

# Salvation Army Bell Ringing



L: Rotarian Laurel Schacht and family

R: Rotarians Bruce Rohde, Kathy Lessard and Jim Sloan with family

*Thank you, Rotarians, for your many hours of bell ringing in support of the Salvation Army.*



## AN INTRODUCTION TO VOCATIONAL SERVICE

Taken in part from <https://my.rotary.org/en/document/introduction-vocational-service>

### The Concept of Vocational Service

The Object of Rotary is a philosophical statement of Rotary's purpose and the responsibilities of Rotarians. The concept of vocational service is rooted in the Second Object, which calls on Rotarians to "encourage and foster":

- High ethical standards in business and professions
- The recognition of the worthiness of all useful occupations
- The dignifying of each Rotarian's occupation as an opportunity to serve society

As a Rotarian, how can you put these ideals into action? Consider these suggestions:

- Talk about your vocation in your club, and take time to learn about fellow members' vocations.
- Use your professional skills to serve a community.
- Practice your profession with integrity, and inspire others to behave ethically through your own words and actions.
- Help a young person achieve his or her career aspirations.
- Guide and encourage others in their professional development.

If you do any of these things, you are performing vocational service. And, if vocational service motivates and energizes you, then you're in the right place, because vocational service is the very essence of Rotary. It is what sets Rotary apart from other service organizations.

### Integrity and Ethics

Promoting integrity through ethical behavior is an essential part of what it means to be a Rotarian. Two standards developed by Rotarians — The Four-Way Test and the Rotary Code of Conduct — provide a road map for ethical behavior in the workplace and other areas of life.

#### Rotary's Four Way Test



1. Is it the **TRUTH**?
2. Is it **FAIR** to **ALL** concerned?
3. Will it build **GOODWILL** and better friendships?
4. Will it be **BENEFICIAL** to **ALL** concerned?

*Continued on page 8*

The Four-Way Test was conceived in 1932 by businessman Herbert J. Taylor, a member of the Rotary Club of Chicago who served as Rotary International president in 1954-55. Having taken on the task of saving a company from bankruptcy, Taylor developed the test as an ethical guide to follow in all business matters. The company's survival was credited to this simple philosophy. Adopted by Rotary International in 1934, The Four-Way Test remains an essential standard against which Rotarians measure ethical behavior. It has been translated into dozens of languages and promoted by Rotarians worldwide.

### Rotary Code of Conduct

Advancing high ethical standards in the workplace

As leaders in their businesses and professions, Rotarians can advance high ethical standards by setting a positive example among employees, associates, and the community in general. All types of work-related interaction offer an opportunity to encourage ethical behavior. Here are a few specific ways that Rotarians can integrate ethics into their daily work life:

- Discuss and emphasize honesty, accountability, fairness, integrity, and respect when hiring and training employees.
- Praise and encourage the exemplary behavior of your colleagues.
- Demonstrate your personal commitment to high ethical standards in relations with customers, vendors, and business associates, treating each business interaction with care and consideration.

### Rotary's Commitment to Corporate Social Responsibility

Corporate social responsibility is a company's commitment toward the community and environment in which it operates. The World Business Council for Sustainable Development defines it as "the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large." According to a 2012 article on social ethics, (\* O'Keefe, Linda Novick. 2012. Social Ethics: A Peek Into 2012. Huffington Post, 4 April, [www.huffingtonpost.com/linda-novick-okeefe/corporate-social-responsibility\\_b\\_1401187.html](http://www.huffingtonpost.com/linda-novick-okeefe/corporate-social-responsibility_b_1401187.html)) there are currently three defining trends in corporate social responsibility:

1. Giving aligned with core business expertise, in which corporations target their philanthropy to issues related to what they do as a company
2. Employee engagement through company-sponsored volunteer programs, which raise morale and attract employees who share the company's social values
3. The communication of a company's social values and commitments through social media or other methods

The following statement in the Rotary Code of Policies (section 26.020.1) describes the organization's commitment to integrity and corporate social responsibility:

- From its origins, Rotary has built a philosophy based upon integrity in businesses and professions. Rotary clubs and individual Rotarians are committed to vocational service and high ethical standards in all of their interactions. These are summed up in the Object of Rotary, our core values (Service, Fellowship, Diversity, Integrity, Leadership), The Four-Way Test, and the Rotary Code of Conduct, carried out through our worldwide network of Rotary clubs and Rotarians.
- For Rotary International, as a corporate entity, its social responsibility philosophy can be summed up by our commitment to transparency in governance, stewardship of financial resources and the environment, and fair labor practices.

The Rotary Code of Conduct (formerly known as the Declaration of Rotarians in Businesses and Professions) provides a framework for ethical behavior that all Rotarians can use, together with The Four-Way Test, in their business and professional activities.

#### ROTARY CODE OF CONDUCT

As a Rotarian, I will

1. Exemplify the core value of integrity in all behaviors and activities
2. Use my vocational experience and talents to serve in Rotary
3. Conduct all of my personal, business, and professional affairs ethically, encouraging and fostering high ethical standards as an example to others
4. Be fair in all dealings with others and treat them with the respect due to them as fellow human beings
5. Promote recognition and respect for all occupations which are useful to society
6. Offer my vocational talents: to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community
7. Honor the trust that Rotary and fellow Rotarians provide and not do anything that will bring disfavor or reflect adversely on Rotary or fellow Rotarians
8. Not seek from a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship



## ROCHESTER ROTARY CLUB

P.O. Box 7566

Rochester, MN 55903-7566

Phone: 507-252-0085

## ROTARY CLUB OF ROCHESTER

Rochester, Minnesota

*Organized June 12, 1925*

Club No. 2164

District No. 5960

### THE FOUR-WAY TEST

- Is it the truth?
- Is it fair to all concerned?
- Will it build good will and better friendships?
- Will it be beneficial to all concerned?

### THE MOCCASIN FLOWER

OFFICIAL PUBLICATION OF  
THE ROTARY CLUB OF ROCHESTER

**PRESIDENT:** Janice Domke

**PRESIDENT-ELECT:** Sara Gilliland

**PRESIDENT NOMINEE:** Colin Aldis

**SECRETARY:** Jeff Allman

**TREASURER:** Terry Sorenson

**PAST PRESIDENT:** Stacey Vanden Heuvel

**ADMINISTRATIVE DIRECTOR**

Elizabeth Karsell, 507-252-0085

E-mail: romnrotary@gmail.com

**ROTARY DISTRICT 5960 GOVERNOR**

Kyle Haugen, Rotary Club of Prior Lake

**ASSISTANT GOVERNOR**

Mark Dripps, Rotary Club of Rochester

### WEB SITES

Rochester Rotary: [www.rochesterrotaryclubs.org](http://www.rochesterrotaryclubs.org)

Links to STRIVE – Rotary US Bank Holiday Classic

District 5960: [www.rotary5960.org](http://www.rotary5960.org)

Rotary International: [www.rotary.org](http://www.rotary.org)

## ROTARY COMMITTEES

### MEETING ACTIVITIES

Joel Haak, Director

Greeters ..... *Joel Haak*

Four-Way Test ..... *Mark Dripps*

Music..... *VACANT*

Reflections ..... *Kelly Engler*

Sergeant-at-Arms ..... *John Woodruff*

Programs ..... *Corey Jordan*

Visitors Desk ..... *Suzanne Dinusson*

### CLUB ACTIVITIES

Jen Woodford, Director

Benefit Auction ..... *Heather Holmes, Kristine Ihrke*

Golf Day ..... *Kathy Lessard*

Social Events ..... *Jen Woodford*

### COMMUNICATIONS

Wes Duellman, Director

Moccasin Flower ..... *Elizabeth Karsell, Lorie Luedke*

Website & Social Media ..... *Samantha Rother,*  
*Elizabeth Karsell*

Public Image ..... *Colin Aldis, Jennifer Teske*

### INTERNATIONAL SERVICE

Jeanine Gangeness, Director

Rotary Scholarships ..... *VACANT*

Group Study Exchange Team ..... *VACANT*

Rotary International Foundation .....  
..... *Stacey Vanden Heuvel*

Youth Exchange ..... *Samantha Rother*

World Community Service ..... *Borge M. Christensen*  
*Peggy Elliott, Rick Lien, Eric Matteson,*  
*Judith O'Fallon, Ashok Patel*

### MEMBERSHIP DEVELOPMENT

Sara Gilliland, President Elect

Rotary Information Officers.. *Mark Dripps, Bill Wiktor*

New Member Sponsors ..... *VACANT*

### VOCATIONAL SERVICE

Sinéad Chick, Director

Camp RYLA ..... *Dana Funk, Diane Ilstrup*

Ethics Program ..... *Stacey Vanden Heuvel,*  
*Lorie Luedke*

Literacy ..... *Kay Hocker*

Rotation Day ..... *Danae Gaio*

STRIVE ..... *Diane Ilstrup*

Vocational Talks ..... *Walt Menning*

Youth Protection Officer ..... *Diane Ilstrup*

### COMMUNITY SERVICE

Kelly Engler, Director

Channel One ..... *Deb Muench*

Quarry Hill Fall Festival ..... *Steve Sponsel*

Rotary Bell Ringing - Salvation Army .... *Mark Neville*

Rotary Holiday Classic ..... *Lynn Clarey,*  
*Janice Domke, Elizabeth Karsell, Lorie Luedke,*  
*Bill Nietz, Steve Stenhaus,*  
*Lorrie Swancutt, Jen Woodford*

Salvation Army Dinners ..... *Jennifer Driesch*  
*JoMarie Morris*

Service Above Self Awards ..... *Diane Ilstrup*

Student Guests ..... *Kelly Engler*

White Oaks Park ..... *Ashok Patel, Mike Mahrer*