

"A Local Service Club with a Global Impact - Offering Leadership and Support to our Community and Beyond"



Moccasin Flower

Official Publication of The Rotary Club of Rochester, Minnesota

Club No. 2164

Organized June 12, 1925

District No. 5960

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VITAL STATISTICS

MEMBERSHIP: 200

JANUARY ATTENDANCE: 42.50%

AMBASSADORS: Diane Ilstrup, Kona Sunrise Rotary, HI; Lorie Luedke, Rotary District 5960; Dave Piepgras, Rotary Club of Ely, MN; Karen Ricklefs & Merlin Ricklefs, Rotary District 5960 and Rotary Club of New York, NY; Ray Johnson & Sue Johnson, Rotary Club of Coronado, CA and Rotary Club of San Diego, CA; Tank Sholem, Rotary Club of Saratoga, CA

GREATER ROCHESTER ROTARY: Lynn Clarey

ROCHESTER ROTARY RISERS: Dave Colville, Bill Wiktor

MEMBERS ON LEAVE: Emil Koretzky

MARCH BIRTHDAYS

<u>Birthday</u>	<u>Name</u>	<u>Birthplace</u>
March 1	Lorie Luedke	Madison, WI
March 2	Warren Harmon	Houston, TX
March 3	Bob MacCarty	Rochester, MN
March 6	David Moertel	Rochester, MN
March 7	Mike O'Fallon	Princeton, MN
March 12	Donna Cunningham	Chicago, IL
March 14	Jeff Amundson	Rochester, MN
March 19	Jason Boynton	Winona, MN
	Dave Piepgras	Luverne, MN
March 22	Jennifer Woodford	Park Ridge, IL
March 24	Larry Koshire	Winona, MN
March 26	Bari Amadio	Philadelphia, PA
March 27	Maria Brown	Faribault, MN
	Lois Nietz	Redwood Falls, MN

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

Welcome Kristin!



President Vicki Allen with new Rotarian Kristin Ihrke.

THE ROTARY CLUB OF ROCHESTER CELEBRATES ROTARY'S 109th BIRTHDAY!

Rotarians and guests enjoyed a wonderful celebration of Rotary's birthday during their last meeting in February. The entire meeting was compliments of one generous Rotarian who asked those attending to make donations to Rotary International's Annual Fund. \$1,183 was raised through donations.



MARCH CALENDAR

Weekly Meetings

- March 6** Heritage Hall, The Kahler Grand Hotel, 11:30 a.m.–1:00 p.m., “Representing Survivors of the I-35 Bridge Collapse” presented by Kreg Kauffman
- March 13** Chancellors Room, Doubletree Hotel, 11:30 a.m.–1:00 p.m., “Holiday Classic Awards Luncheon
- March 20** Heritage Hall, The Kahler Grand Hotel, 11:30 a.m.–1:00 p.m., “Closing the Silver Lake Power Plant” presented by Rotarian Jerry Williams
- March 27** Heritage Hall, The Kahler Grand Hotel, 11:30 a.m.–1:00 p.m., “Olmsted County Drug Task Force” presented by James Schueller

March Rotary Anniversaries

Bill Bourne	1 year
Heather Holmes	1 year
Joanne Martin	4 years
Steve Courts	6 years
Bill Wiktor	8 years
Stacy Sinner	8 years
David Tines	9 years
Michael Mahrer	9 years
Margaret Hinz	10 years
Ann Beatty	10 years
Anne Berberich	10 years
Rodney Anderson	11 years
Mark Utz	12 years
Stephen Sponsel	14 years
Suzanne Dinusson	17 years
Leigh Johnson	43 years



Other Meetings & Events

- March 3** Channel One Service Location: Channel One Building 6:00-8:00 pm
- March 7, 8** NCPETS, Mayo Civic Center
- March 10** Salvation Army Dinner Service, Salvation Army Building, 5:30-7:00 p.m.
- March 11** Rotary Club of Rochester Board Meeting, OMC Foundation Offices, 7:00-8:00 a.m.
- March 11** STRIVE Meeting at JM, Rocket Center, 8:10-9:10 a.m.
- March 12** STRIVE Meeting at Mayo, Spartan Room, 8:30-9:30 a.m.
- March 12** Community Food Response Service, Bethel Lutheran Church, 1:15-6:45 p.m.
- March 13** STRIVE Meeting at Century, The Forum, 8:30-9:30 a.m.
- March 13** Guys Read, Boys and Girls Club at Rochester Public Library, 6:15-7 pm
- March 14** Guys Read, Riverside Elementary, 3:30-4:30 p.m.
- March 19** Guys Read, Franklin Elementary, 3:30-4:30 p.m.
- March 26** Wine Down Wednesday, 5:00 p.m, Saints on Second (161 13th Ave NW)

Thanks to all who helped with the February meetings:

Greeters: **Bill Bourne, Mark Barebo, Gail O’Kane, Kathleen Harrington**, Cashier: **Jen Woodford, Fred Suhler, Dana Funk**, Sergeant-at-Arms: **John Woodruff**, Visitors Desk: **Kathy Lessard, JoAnn Stormer**, Music: **Ann Beatty**, Invocations: **Phil Karsell, Karel Weigel, Audrey Betcher**, Four Way Test: **Dennis Nigon, Audrey Betcher, Karen Ricklefs**, Introduction of Visitors: **Heather Holmes, Jim Sloan, Mark Neville**, Presenters: **Rob Howard, Doug Rovang, Judy O’Fallon, Don Fell, Alex Ball, Ashok Patel and Eric Matteson**.



“LIKE” THE ROTARY CLUB OF ROCHESTER ON FACEBOOK!

HOLIDAY CLASSIC AWARDS LUNCHEON



Mark your calendars, register to attend, and join other Rochester Rotarians on March 13 for the Holiday Classic Awards Luncheon, 11:30 am – 1:00 pm at the Doubletree’s Chancellors Room. It will be a celebration of the success of the 2013 Holiday Classic basketball tournament and the only Rotary club meeting in Rochester that week. This year’s event will be hosted by The Rotary Club of Rochester.

We will thank sponsors, Rotarians, workers, and participants for their part in this three day, Rochester Rotary, fundraising tournament. Rene Jones Lafflam, Executive Director of RNeighbors will share how Rotary’s grant money has helped that program positively impact our community. Our other speaker is yet to be determined. We will also celebrate the new Rotary basketball court at Mayo Civic Center!

Youth organizations receiving 2014 grant dollars include:

Black Data Processing	Mayo Hardwood Club
Boys & Girls Club	Rochester Rotary Risers
Century Booster Club	Salvation Army
Channel One	SEMYO
Distant Relatives	Sports Mentorship Academy
GATE	The Arc
Greater Rochester Rotary	STRIVE
John Marshall Booster Club	Y Mentors
Lourdes Basketball Program	

ROTARIANS WANTED TO GIVE VOCATIONAL TALKS

Do you enjoy getting to know your fellow Rotarians, learning about their professional development and how their vocation serves our community? Would you like to share your story with more than just the Rotarians you encounter during lunch at Thursday meetings? If so, why not give a Vocational Talk at a Thursday Rotary meeting?

The guidelines for vocational talks are to share in five minutes: 1) Your background - where you were born and where you grew up, 2) How you started on your career path - your educational background and what jobs you held early in your career, and 3) Your current vocation - place of employment, description of what your organization does, history of your organization, your role at the organization, and the merging trends or issues in your industry or field.

To schedule a Vocational Talk, contact Rotarian Allie Good or Elizabeth at the Rotary office.

The Rotary Club of Rochester 2013-14 Club Progress to Goals		
CATEGORY	2013-14 GOALS	As of March 1, 2014
Membership <i>(Began Rotary year with 203)</i>	210	200
Rotary International Foundation Annual Program Fund	\$12,000	\$4,522 (38% of goal)
Every Rotarian Every Year (EREY)	100%	8%
Polio Plus <i>(from Auction proceeds and individual donations)</i>	\$2,500	\$2,940 (117% of goal)
District 5960 Fast for Hope Project <i>(from Auction proceeds)</i>	\$1,000	\$1,000 (100% of goal)

The Rotary Club of Rochester Foundation Auction



Howdy pardners!

Wrangle up your friends and guests and meet us at...

Rochester International Event Center

Thursday, April 17, 2014

Social Hour: 5pm

Silent Auction: 5pm-7:30pm

Dinner: 6:30pm



Live Auction
Following Dinner

- **Inaugural Wine Wall**
- **\$1500 Cash Raffle**

Rotary



Support Rotary programs such as Youth Exchange, Polio Plus, Fast for Hope, STRIVE, Rotary Scholarships and World Community Service projects

Buffet Style
Dinner



MENU

- Tender BBQ Roasted chicken
- Chef carved smoked Beef brisket
- House-smoked baked beans
- Shepherd potatoes with bacon and caramelized onions
- Corn on the cob
- Caesar salad
- Mini corn bread muffins with honey butter
- Warm cherry cobbler with vanilla ice cream

RSVP



Name _____

Phone _____ Email _____

Number attending _____ x \$30 per person = Total \$ _____

Please submit RSVP with payment by April 9.

Mail to: Rotary Club of Rochester, PO Box 7566, Rochester, MN 55903-7566

ROOM 711 GETS A MAKEOVER AND A MOVE

From RI's History Department

Room 711, which has been located on the 16th floor of Rotary World Headquarters in Evanston, IL since 1993, has been recently relocated to the 1st floor. Visitors will have better access to the room which will become part of a larger visitor experience that is being developed. A re-dedication and ribbon cutting was held on 21 February 2014 with many 711 Club members in attendance. 711 Club President Dick Galitz spoke about the significance of the room and its place in Rotary's history.

"It's very special to be standing in front of the rededicated Room 711 on this occasion. It is a special room. When you go into the room, you can just feel, I can feel, the atmosphere and sense of four guys getting together and saying "let's build a fellowship."

When they first started, they were talking about business exchange. But within a very short period of time the concept of service came about. They said we have to do more than just be businessmen to businessmen. It's an opportunity to be of service to others.

This room is where it all began. When Rotary members walk in, they are feeling that perception in their own heads. During the centennial convention in 2005, we had thousands of people come up here to see Rotary Headquarters as well as Room 711 (then located on the 16th floor). Everyone was impressed with what the room said to them and the feeling that they got about the starting of Rotary International.

Rotary history is very important to me. I think it's important to Rotary and should remain important because it's our story, it's like a family history. And we are sharing that history."



SYDNEY CONVENTION OFFERS FUN FOR THE ENTIRE FAMILY

Join Rotary members from around the world in Sydney, Australia, 1-4 June. The 2014 RI Convention will bring together some of the world's leading experts on water, polio, and social media. You'll find new ideas for service — and perhaps a new partner for creating change — in the House of Friendship.

Plan now to make this convention a memorable family vacation. Learn more online at <http://www.riconvention.org/en/2014/Pages/ridefault.aspx>.

A message from Andreza da Silva, Youth Exchange Student

"My experience in Minnesota has been wonderful. There are times when I stop and think of how many different things I have already done: skiing, going to amazing cities like Kansas City, Chicago, and Wisconsin Dells, also being part of a school play. I went to Duluth and to the ice caves in Bayfield, WI; I also did the Polar Plunge and am joining the Track Team for Spring. But one of my favorite things is the opportunity I had to meet people from the whole world and having friends that I will keep for my life.

Going to the East Coast Trip would definitely be an awesome experience not only for knowing unique and memorable places but also for getting to do this with the other exchange students who are already so important for me. This trip would mean a lot to me, but I know that I still need to work hard to be able to go. After talking to some people from the Rotary Youth Exchange Program committee, we came up with the idea of me working to raise this money. I am willing to work for the Rotarians to raise it, because I know it's worth it and because it can also be a good experience for me to get to know the Rotarians and a little bit more of the American culture."

Do you have work Andreza could do for you? If so, please contact the Rotary office.



SEVEN THINGS TO KNOW ABOUT YOUR

Adapted from a story in the February 2014 issue of *The Rotarian*

Membership Dues



How much does it cost to be a member of your club? \$390 per year. What do your membership dues cover? That may not be as clear.

Many Rotarians know that a portion of their dues funds club and district expenses, as well as Rotary International operations worldwide. Few know exactly how that all breaks down. Dues are extremely important, as they are the single biggest source of revenue providing the services you enjoy as a Rotarian.

As a companion to Rotary's annual report, and on the heels of a \$1 dues increase approved by the 2013 Council on Legislation, we answer some frequently asked questions about where your money goes.

How much of my total membership dues goes to RI?

Right now, RI dues are \$53. Depending on where you are in the world, that equates to about 4 to 14 percent of your total membership dues. The rest of your membership dues total primarily covers club and district expenses, meals, and a subscription to *The Rotarian* or your regional magazine.

Why are RI dues increasing?

The RI Board of Directors proposed the increase based on a five-year financial forecast projecting that Rotary's spending would exceed its revenue by \$9 million in 2018 if there were no increase. With the dues increase of \$1 a year for three years, spending is

still projected to exceed revenue, but by a smaller margin. The increase keeps the general surplus fund, which is Rotary International's savings, above the mandated level but does not prevent cutbacks in service.

Why increase dues? Why not cut spending?

This issue is a hot topic not only for Rotary but for the larger philanthropic community. In fact, the three major U.S. charity-rating groups have publicly agreed that nonprofits should not be judged solely on frugality; impact is also a critical factor. Significant spending cuts will translate into diminished service for Rotarians, clubs, and districts, reducing our impact on the communities we serve. So, Rotary is committed to monitoring and controlling expenses closely, making prudent cuts, and investing where needed. For example, more meetings than ever take place virtually, and Rotary's data center, software development, and some transaction processing services were moved to Pune, India, to lower costs. However, it is important that Rotary continue to invest in staff and technology to grow and improve the organization.

Besides dues, what other sources of revenue does Rotary have?

Dues account for about 65 percent of Rotary's revenue. The next largest source of income comes

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LEAD. GROW. SUCCEED.

ENGAGE ROTARY

CHANGE LIVES

ROTARY DISTRICT 5960
2014 CONFERENCE
APRIL 24-26
NATIONAL SPORTS CENTER
1700 105TH AVENUE NE | BLAINE MN 55449

SPECIAL PRE-CONFERENCE EVENT
THURSDAY, APRIL 24 | 2:00 – 5:00 P.M.
GRANTS MANAGEMENT SEMINAR
A PRE-CONFERENCE RECEPTION & ENTERTAINMENT @ 6:30 P.M.

- ◆ Keynote Speakers Include: Rick King, Marcy Ullom, and David Acouth
- ◆ Pre-conference reception Thursday night at Harvest Grill at Bunkers Hills Golf Club
- ◆ Sessions on effective use of social media, marketing, and recruitment
- ◆ District Assembly
- ◆ Opportunity Café
- ◆ Annual Meeting
- ◆ Grant Workshop, and more
- ◆ Register online now at <http://rotary5960.org/registration>

Seven Things to Know About Your Membership Dues *continued from page 6*

from return on investments. Rotary also earns money through publication sales, international convention registration revenues, royalties, license fee income, and rental income at the world headquarters building in the U.S.

Is Rotary financially healthy?

Yes. Rotary International's general surplus fund exceeds the target established in the bylaws, and the budget is balanced. In 2011 and 2012, the RI Board of Directors designated \$15 million of the general surplus fund to support strategic initiatives to grow the organization. It allocated \$10 million to be spent over three years on additional public relations grants, a new communications plan, the creation of Rotary's new visual identity, and the expansion of the organization's social networking presence. The Board also approved \$3 million to be spent on creating and implementing regional membership development plans, and \$2 million for other initiatives. In 2013, the Board approved \$2 million to be used for strategic and operational costs if needed. This strategic spending is important to promoting Rotary and helps support membership growth, which is critical to the future of the organization.

Does RI ever make special efforts to support The Rotary Foundation?

On occasion, the Board will take extraordinary measures to support the Foundation financially. For example, over the last two years, RI contributed \$10 million from the general surplus fund to PolioPlus. As a result of that commitment, the Foundation received a \$50 million grant from the Bill & Melinda Gates Foundation.

How do our costs compare to those of other service organizations of similar size?

It's difficult to compare Rotary to other international service organizations. However, The Rotary Foundation's financial performance is included in assessments by various charity-rating agencies. For example, in the United States, the Foundation receives high marks from several ratings groups. Charity Navigator gives the Foundation four stars, its highest score. The Foundation meets the 20 standards for charity accountability set by the Better Business Bureau's Wise Giving Alliance and is a silver-level GuideStar Exchange Participant, demonstrating its commitment to transparency. Rotary's partnership with the Gates Foundation is another strong affirmation of our metrics and reputation.

HONORING GRADUATES

We will recognize the following 2013-14 graduating family members and STRIVE mentees of our Rotarians at our March 20 Thursday meeting.

<u>Student</u>	<u>School</u>	<u>Rotarian</u>
Manal Abdi	Mayo High School	Vicki Allen
Eric Baudry	Yale	Karen & Merlin Ricklefs
Elizabeth Deeds	John Marshall High School	Cresta Valentine
Mitch Lattis	West High, Madison, WI	Jim Sloan
Tony Lattis	University of Wisconsin	Jim Sloan
Ashley Luedke	University of Wisconsin - La Crosse	Lorie Luedke
Laura Menning	Century High School	Walt Menning
Jessica Moertel	University of Minnesota Medical School	David Moertel
Emily Smith		Cynthia Daube
Rachel Stenhaus	Luther College	Steve Stenhaus



If you also have a graduate to be honored, please contact the Rotary office as soon as possible!



KWIK TRIP SCRIP CARDS AVAILABLE

Buy a Kwik Trip Scrip gift card; use it like cash at any Kwik Trip, and The Rotary Club of Rochester keeps 10% of the face value of each card. Proceeds will be combined with funds raised at our Biennial Auction and used for our "good works." **Scrip cards are available for purchase at the registration table at our Thursday club meetings.**

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: Vicki Allen

PRESIDENT-ELECT: Paul Tieskoetter

PRESIDENT NOMINEE: Bill Wiktor

SECRETARY: Stacey Vanden Heuvel

TREASURER: Danae Ostern

PAST PRESIDENT: Lorie Luedke

ADMINISTRATIVE DIRECTOR

Elizabeth Karsell, 507-252-0085

E-mail: romnrotary@charter.net

ROTARY DISTRICT 5960 GOVERNOR

Gary Campbell, Anoka Rotary

ASSISTANT GOVERNOR

Chris Berg, Greater Rochester Rotary

WEB SITES

Rochester Rotary: www.rochesterrotaryclubs.org

Links to STRIVE – Rotary US Bank Holiday Classic

District 5960: www.rotary5960.org

Rotary International: www.rotary.org

ROTARY COMMITTEES

CLUB SERVICE I

Sue Johnson, Director

- Greeters.....*Colin Aldis*
- Membership Development..... *Paul Tieskoetter*
- Rotary Information Officer*Leigh Johnson*
- Visitors Desk *Kathy Lessard*
- Sergeant-at-Arms..... *John Woodruff*
- Mentors *Milt Tostrud*

CLUB SERVICE II

Brian Welke, Director

- Club Bulletin *Elizabeth Karsell, Lorie Luedke*
- Club Web Site & Social Networking
Elizabeth Karsell, Brian Welke
- Invocations *Bill Wiktor*
- Programs *David Harbert, Leigh Johnson*
- Public Relations *Bill Wiktor*
- Four-Way Test*Steve Sponsel*

CLUB SERVICE III

Anne Berberich, Director

- Biennial Auction *Mark Dripps, Dana Funk*
- Golf Day *Fred Suhler*
- Music *Ann Beatty*
- Social Events *Anne Berberich*

INTERNATIONAL SERVICE

Steve Courts, Director

- Rotary Scholarships*Steve Courts*
- Group Study Exchange Team *Maria Brown*
- Rotary International Foundation *Lorie Luedke*
- Youth Exchange *Cris Fischer*
- Rotary Gift of Life*Betty Devine*
- World Community Service*Judith O’Fallon*

VOCATIONAL SERVICE

Fred Suhler, Director

- Camp RYLA *Dana Funk, Diane Ilstrup*
- Rotary Literacy Coordinator *Stacy Sinner*
- Rotation Day *Danae Ostern*
- STRIVE *Mark Dripps, Diane Ilstrup*
- Vocational Talks*Alison Good*
- Youth Protection Officer*Michon Rogers*

COMMUNITY SERVICE

Diane Ilstrup, Director

- Channel One.....*Phet Saysomphou*
- Community Food Response *Phil Karsell*
- Library Hosts*Mary Jo Kelly*
- Quarry Hill Fall Festival *Steve Sponsel*
- Rotary Bell Ringing for Salvation Army ..*Fred Suhler*
- Rotary US Bank Holiday Classic*Lynn Clarey,*
Janice Domke, Elizabeth Karsell, Lorie Luedke,
Bill Nietz, Marv Ramsay, Doug Rovang,
Laurel Schacht, Steve Stenhaug, Lorrie Swancutt,
Jen Woodford
- Salvation Army Dinners*Linda Hillenbrand,*
Sue Johnson
- Service Above Self Awards*Cresta Valentine*
- Student Guests *Sara Gilliland*
- White Oaks Park*Ashok Patel, Mike Mahrer*