



The Sower

Official Publication of
Lincoln South Rotary

Club #21799 - Chartered April 30, 1984



WEEK OF AUGUST 12, 2011

PRESIDENT'S CORNER

Lincoln South Officers and Directors

President Elise White elisemwwhite@mac.com	477-2233
President-elect Pat Grewe Patrick.grewe@usbank.com	434-1322
Secretary- Nicolette Klein nicki.klein@tieronebank.com	473-6422
Past President- Tom Cardwell tcardwel@southeast.edu	402-228-8220
Treasurer- Corey Vandewege corey@dsisupply.com	466-0440
Membership - Jessica Kolterman jessicak@nefb.org	421-4433
Public Relations- Scott Delisi sdelisi@ameritas.com	309-2504
Club Administration- Brad Carter bcarter@woodsbro.com	430-6223
Service Projects- Dave Hilsabeck dhilsabeck@hotmail.com	489-9792
The Rotary Foundation- Joe Roberts jroberts@midfin.com	434-8050



Greetings Rotarians! Our final goal for the year is to have a rewarding, unforgettable year. This is a slight variation on the traditional goal of "have fun"... with this group, I know achieving this goal will not be a problem. I expect the fun will continue with our District Governor, Bob Perrin as our speaker on Friday, August 26 during his governor's visit. I think the first time I met Bob was at a District Membership conference when he led the group in creating rockets out of balloons, which we then proceeded to shoot at one another during the program on membership retention. At PETS/SETS this last year Bob provided all president elects in District 5650 with laser pointers which we used to practice synchronized dot-alignment during one of the multi-district sessions... which is, let me tell you, not an easy feat. Bob firmly believes that everything we do in Rotary should be infused with fun. My experience is that he certainly does practice what he preaches. I am sure that his presentation at the August 26th meeting will help us achieve our goal of having a rewarding, unforgettable year.

Elise M. W. White
President Lincoln South Rotary

CLUB SERVICE TEAM ON DUTY

Roger Vicroy
Pat Grewe
Scott Delisi
Jim Pattavina
Nicki Klein



Visiting Rotarians and Guests

Rotarians—Bruce & Kim Remington from Club 14

HAPPY DOLLARS (For Child Mortality)

Nicki Klein, Aaron Babcock,
Samip Patel, Scott Delisi, Dean
Heermann, Roger Vicroy, Pat
Grewe, Don Anderson, Cheryl
Brandenburgh



Future LSR Programs

- 8/19/11 Pat Grewe— RI Convention in New Orleans.
- 8/26/11 District Governor Bob Perrin Official Visit
- 9/2/11 Patsy Martin "Voices of Hope"
- 9/9/11 US Navy Commander Darren Nelson— "USS Arlington— tribute ship to the 9-11 attacks"

Events & Projects

- 8/27/11 District Foundation Seminar— Mahoney St Park— Peter Kiewit Center, Nebraska Room, 2nd Floor
- 10/14/11 Club 14 Auction at the Lincoln Station (benefits Boys & Girls clubs) \$75/ticket
- 10/21/11 LSR Foundation wine tasting fundraiser at the home of Joyce & Bill Schmeackle.

Notes & Announcements

Polio Fundraiser—Aaron Babcock has contributed Husker Illustrated yearbooks to be sold at \$10 apiece as a fundraiser for Polio with 100% of the proceeds benefitting the End Polio Now Campaign as well as other activities of Lincoln South Rotary.

End Polio Now Event—Nicki Klein reported Lincoln is very close to its goal for raising its portion of the \$200 million Challenge Grant to Rotary International from the Bill Gates. To raise the remainder of the funds, the Lincoln Rotary Clubs have scheduled a "Strike Out Polio" event at the Salt Dogs game on August 19th. Tickets for the club section behind home plate will be \$16 each with 1/2 of the proceeds going to polio eradication. The goal is to sell 243 tickets which is the capacity of the club section. There also will be opportunities to qualify to throw out the first pitch. *See page 4 for Flyer with details.*

Speaker Chair needed— President Elise, reported that we are still looking for a speaker chair for the 2011/2012 Rotary year. Anyone who is interested in lining up speakers each week, please contact Elise.

District Foundation Seminar—Saturday August 27th at 8:15 am at Mahoney State Park— Peter Kiewit Center, Nebraska Room, 2nd floor. Lincoln South Rotary Club will cover the cost for any member wishing to attend. Please contact Nicki Klein or Elise to get signed up.

Rotary Leadership Institute — next session is October 15, 2011 at the Westminster Presbyterian Church in Lincoln. Lincoln South Rotary will pay the registration fee for any member interested in participating. The Rotary Leadership Institute (RLI) provides an educational opportunity for all Rotarians. The institute offers a leadership course in three full day parts (Parts I, II, III). Those completing each part are eligible for the next part. The courses are designed to provide Rotary knowledge and to develop leadership skills for voluntary organizations. Some examples of course sessions include "Rotary Beyond the Club", "The Rotary Foundation", "Membership Development and Retention", "International Service", "Analyzing a Rotary Club", "Creative Service" and other subjects. Contact Elise or Nicki if you are interested.

District Simplified Grant — Lincoln South Rotary is privileged to receive a District Simplified Grant for \$2,000 to support the Voices of Hope – improving their Child Care room. We will soon be meeting with representatives from Voices of Hope to plan the project. Also, a representative of Voices of Hope will be our speaker on September 2

August Birthdays

Bob Vrana
Corey Vandewege
Judy Krasomil
Samip Patel
Bob Obst
Gene Swinton



PLACES TO MAKE UP

Tuesday morning—Sunrise Rotary at International House of Pancakes at 4501 North 27th (27th and Superior Ave.) at 7:00 AM

Tuesday Noon— Lincoln #14-Nebraska Club at 13th & M.

Wednesday 11:45 a.m.—Lincoln East at Valentinos at 70th & Van Dorn

Lincoln South Rotary Clubrunner Links:

Meeting & speaker information:

<http://www.clubrunner.ca/CPrg/Home/speakers.asp?cid=6040>

Calendar of Events:

<http://www.clubrunner.ca/CPrg/Home/events.asp?cid=6040>

2011-2012 Club Goals

1. *Attain & Maintain 55 total members.*
2. *Increase number of female members & young professionals.*
3. *Hold periodic club assemblies.*
4. *Incorporate "New Generations" into current club service projects.*
5. *Maintain 100% sustaining membership in the Rotary Foundation.*
6. *Have a rewarding, unforgettable year!*

**QUESTIONS?
COMMENTS?
ARTICLES?**

**Contact Newsletter
Editor**

Judy Krasomil
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PROGRAM

Our presentation started with a slide show of photos of Husker football. That certainly got us in the mood for the new football season! Aaron Babcock, the General Manager / Editor of Huskers Illustrated was our speaker. Aaron has held this position for three years. He oversees the production of the magazine and all business and marketing efforts. Prior to taking over Huskers Illustrated, Aaron served as the Director of Media Relations for the Kansas City Royals and also worked in the Nebraska Sports Information office. He is also the owner of Barnstorm Creative Marketing where he has clients such as the New York Yankees and the Husker Sports Network.

The photos that Aaron showed us were taken by photographers of Huskers Illustrated – so we got some of our last images of Nebraska playing in the Big 12. The photos were fabulous and demonstrated the skills and talents of the Huskers Illustrated photography staff. Aaron stated that they are constantly striving for better photos to help them stand out.

Aaron wanted to dispel one myth – that Huskers Illustrated is affiliated with the University of Nebraska. There is no affiliation, though there is good cooperation between the magazine and UNL.

Aaron discussed the staff which includes him as General Manager, a contributing Editor, a Website manager, Recruiting editor and two additional photographers. They also have two people who do radio shows.

When Huskers Illustrated started 30 years ago it was just a magazine that published 6 issues per year. Three (3) years ago they decided to expand the brand. They realized that the magazine had a lot of respect, but needed to go through a re-

design. They also wanted to introduce new ideas and distribution methods.

One of the first things they did was offer the magazine in digital format – it saves trees and the subscribers can get it earlier. They can deliver to an iPad which appeals to younger readers, many of whom have never read a newspaper or much of anything in print.



In 1994 they launched the website and are now regarded as the premier recruiting website. Anyone can subscribe to the website and stay up on the latest inside information.

Radio is new to Huskers Illustrated. They tested the waters by producing a podcast that was published through iTunes. Station 1620 in Omaha heard it – wanted it – and put it on the air at 7:00 AM on Saturday mornings. This is not normally a good listener time slot but is perfect for football Saturday drive time. The Huskers Illustrated radio

show is now also on 1480 in the 4-6 PM timeslot.

When Aaron took over the publication, there was no advertising. Bo Pelini was just coming on board and people were disenchanted with the Huskers so were cutting back on spending. It was important to show advertisers the value of their dollars and make sure that they had exposure through multiple outlets.

It's not "your Dad's Huskers Illustrated" - today:

- - more than 7,000 subscribers; nearly 30,000 readers each issue
- - Yearbook – 25,000 are printed, distributed to bookstores throughout the state; ready by over 75,000
- - web features photo galleries, recruiting video profiles, message board

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PROGRAM (CONTINUED)

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- - over 120 million page views each year, nearly 30,000 registered users, nearly 8,000 paid subscribers

- - unable to do video on web – this is strictly controlled by the Big 10 organization

- - social presence on twitter and facebook

- - iPad application can now get photos on Sunday right after the game

- - exploring web TV

Coverage is 90% football, then volleyball, then baseball and then men's basketball. They let the success of the team and reader demand dictate what they publish.

Aaron also offered his impression of the Big 10. He has followed them for a number of years. He has always felt they were more professional – top notch. It is like going from AAA baseball to the big leagues. He believes that Nebraska will be a good fit. The schedule will be tough but it is overall a good move. He indicated that Nebraska has wanted to be in the Big 10 for years and the stars finally aligned to make it happen.

When asked about the photographers, Aaron indicated that many of the photos are taken by him. He has two other photographers – one used to be a staff photographer for the Journal Star. The other is an official photographer for UNL. Photos are copyrighted to UNL with permission given to Huskers Illustrated to publish

them.

Aaron shoots between 1,500 and 2,000 photos per football game. The other photographers may take up to 200. It can take up to an hour to download the photos from a single football game.

When shooting photos for sports, it is considered editorial coverage so anything can be published. If you are in attendance, you are in a public place, again if it is being shot for editorial coverage they do not need to get releases. If they would choose to print a photo for use as an ad, etc. then they would need to get releases.

During a typical football game publication:

- - the magazine is typically 56 pages, 40 pages will be sent to the publisher ahead of time

- - one photographer shoots the first half of the game, then goes to work downloading photos

- - immediately after the game, reporters do the interviews, while the photographers wrap up their photos

- - They start putting the magazine together – usually takes 10 to 12 hours

- - It is on the press by 10:00 AM Sunday to be mailed out Monday morning

(Aaron admitted he did not like night games very much because of the need to get to the press by 10:00 AM the next morning.)



Rotary is on the Web!

Rotary International— www.rotary.org
District 5650— www.rotarydistrict5650.org

Lincoln South Rotary—

<http://www.clubrunner.ca/CPrg/Home/homeS.asp?cid=6040>



Strike Out Polio With Rotary

and the Lincoln Saltdogs



Friday, August 19, 2011 - 7:05pm
Winnipeg Goldeyes vs Lincoln Saltdogs



Promotions
 Fitness Friday
 Saltdogs Lunch Box Giveaway
 (First 1,000 Kids 12 & Under)



**END
 POLIO
 NOW**

An "End Polio Now"
 fundraising event of
 The Rotary Clubs of Lincoln:

- Lincoln Rotary #14
- Lincoln East
- Lincoln South
- Lincoln Sunrise

