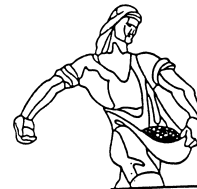




The Sower

Official Publication of
Lincoln South Rotary

Club #21799 - Chartered April 30, 1984



WEEK OF AUGUST 31, 2012

Lincoln South Officers and Directors

President Pat Grewe Patrick.grewe@usbank.com	4344-1322
President-elect Bob Vrana vranaab@earthlink.net	328-9024
Secretary— Nicolette Klein nicki.klein@tieronebank.com	473-6422
Past President— Elise White elisemwwhite@mac.com	477-2233
Treasurer— Corey Vandewege corey@dsisupply.com	466-0440
Membership - Elise White elisemwwhite@mac.com	477-2233
Public Relations— Bob Vrana vranaab@earthlink.net	328-9024
Club Administration— Brad Carter bcarter@woodspros.com	430-6223
Service Projects— TBD	
The Rotary Foundation— Joe Roberts jroberts@midfin.com	434-8050

CLUB SERVICE TEAM ON DUTY

Don Anderson
Dick Wampler
Clay Ehlers
Bernie Poppe
Chris Dietz



Visiting Rotarians and Guests

Rotarians—Bill Schmeeckle from Club 14

Guests—Dave Dietz, guest of Chris Dietz and Jenny Sundberg, our speaker.

HAPPY DOLLARS (For Polio Plus)

Bob Vrana, Chris Dietz, Dave Dietz, Clay Ehlers, Lance Odom, Elise White, Dick Miller, Dick Wampler, and Gene Swinton.



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>



Rotary is on the Web!

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

Future LSR Programs

- 9/7/12 *Lincoln South Rotary Board Meeting—
10:45 AM at the Knolls.*
- 9/7/12 *Dan Duncan, Executive Director, Ne-
braska Innovation Campus “NIC Activi-
ties/Plans”*
- 9/14/12 *Tom Cardwell “RYLA”*
- 9/21/12 *Mike Boyle, VP/Plant Mgr Kawasaki Mo-
tors Mfg Co. “Kawasaki in Lincoln”*
- 9/28/12 *Jessica Kolterman “November General
Election Ballot”*

Events & Projects

- 10/12/12 *Club 14 Annual Auction.*
- 10/13/12 *Rotary Leadership Institute at Dundee
Presbyterian Church in Omaha*
- 10/16/12 *Dictionary Project Labeling Party at 5:30
pm at Greens Plumbing & Heating at
4200 North 48th St.*
- 10/19/12 *Lincoln South Foundation Annual Wine
Tasting at the home of Joyce & Bill
Schmeeckle.*

Notes & Announcements

Club 14 Auction—The annual Club 14 auction will be held October 12, 2012. They are selling raffle tickets this year to anywhere that United Airlines flies. The trip will be for 2 people and will include 7 nights lodging. Tickets are \$20.

Red Cross Appreciation Game—Brad Carter announced that the Red Cross Appreciation game is the October 27 Nebraska vs. Michigan football game. He is looking for 20 volunteers over the age of 16.

Lincoln South Foundation— The quarterly meeting of the Foundation was held on Friday, August 31, 2012 with the following in attendance: Lance Odom, president, Clay Ehlers, Joe Roberts, Dick Wampler, John Herdman, Pat Grewe, Scott Delisi, Joyce Schmeeckle and Nicki Klein. Lance Odom announced that the Foundation is accepting grant applications in the amount of \$500.00 due by September 30, 2012

Lincoln South Foundation Fundraisers—October 19 will be the date of the wine tasting at the home of Joyce and Bill Schmeeckle. The featured wines will be from South America. The tentative date of the spring chili feed hosted by John Herdman will be March 9, 2013

Strike Out for Polio—Nicki Klein announced that the Strike out for Polio at the Saltdogs games netted Lincoln South Rotary Club the amount of \$232.

Dictionary Project—All Lincoln Rotary clubs will once again be participating in the Dictionary Project which distributes dictionaries to all 4th graders in the city of Lincoln. Volunteers are needed for the labeling party where Rotary labels are placed in each dictionary and they are sorted by school. The party is scheduled for 5:30 pm on Tuesday October 16th at Greens Plumbing and Heating at 4200 North 48th St. Please contact Clay Ehlers if you can help.

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

August Birthdays

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



2012-2013 Club Goals

1. *Attain & Maintain 52 total members.*
2. *Hold a successful fund-raising event.*
3. *End Polio Now.*
4. *Earn the Presidential Citation.*
5. *Reinvigorate Vocational Service.*
6. *Have even more fun than last year!*

PROGRAM

Rotarian Jason Smith introduced Jenny Sundberg, Director of Marketing, who discussed the new branding effort by the Lincoln Chamber of Commerce.

She stated that the “how to” of the many ideas flowed for the branding program including Downtown Development, the Arena project, innovation Campus, UNL becoming a member of the Big 10 and Young Entrepreneurs. The experience showed how to best market ourselves.

The branding effort was launched June 3, 2012 after a year of planning.

The Partnership for Economic Development found problems in recruiting businesses to Lincoln. Bailey Lauerman developed the research and presented data to the Chamber.

The three areas included the following statements:

- You can be successful in Lincoln.
- You can be comfortable in Lincoln.
- You can have fun in Lincoln.

Lincoln has a low unemployment rate. The commute to work is small. It is possible to have both a career and family. Lincoln has trails, golf courses, parks and other amenities that attract people.

She introduced the new Lincoln brand and logo. It shows progressiveness and growth. It is the official brand now.

Where are they now in the marketing of the Lincoln brand? Digital platforms like websites and social media will be utilized. There will be paid media campaigns in advertising, billboards, television and radio. Activation relates to the marketing to young professionals to discover the benefits of Lincoln.

Community engagement will include the aspects and promoting of living, dining, and working, playing and shopping.

This effort is a community collaboration. There will be business sponsorship opportunities. They hope to plug in philanthropic organizations. They want to get into search engine optimization. The rollout for Lincoln.org will happen soon.

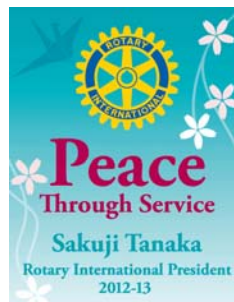


**QUESTIONS?
COMMENTS?
ARTICLES?**

**Contact Newsletter
Editors**

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Chris Dietz
dcdietz@neb.rr.com



MEMBERSHIP MINUTE- CATHY BEHRNS

Cathy is currently the General Manager of KUZM, a local radio station. It is a nonprofit radio station that has been broadcasting for 34 years. She “does it because she loves it!” She is a farm girl from Hickman, Nebraska and graduated from Norris High School. Her favorite travel places were Glacier National Park and the home of Thomas Jefferson. She joined Rotary for the opportunity of leadership development. She was asked to a meeting by Joyce Schmeekle. She thanked the group for the welcome she has received at meetings. Her claim to fame is that she changed the brakes in a 1972 Mustang fastback



ROTARY AVENUES OF SERVICE- ELISE WHITE

New Generations refers to the youngest generation in the family of Rotary. Many are participants in Rotary’s youth and young adult programs such as Interact, Rotaract, Rotary Youth Leadership Awards and the Rotary Youth Exchange. Others are service minded young people involved in Rotary club and district activities.

New Generations Service became Rotary’s Fifth Avenue of Service in 2010. Rotary clubs should be committed to involving youth and young adults in their vocational, community and international service projects, and to providing programs and resources that support them.

Reaching out to New Generations is a commitment to the future of your Rotary Club. You can cultivate future members and become energized by the new perspectives that young people have to offer. The Rotary Foundation supports New Generations by offering programs such as Rotary Peace Fellowships and grant funds for scholarships and service projects conducted by or benefiting youth.

Interact is the service club for youth ages 12-18. They can be community based or schooled based. Rotaract is the service club for young adults ages 18-20. These clubs can meet on campus or can be community based. Rotary Youth Exchange, ages 15-19, allows students to spend up to a year living in a different country and learning new cultures.

Rotary Youth Leadership Awards is a leadership training program for young people. District 5650 sponsorship of this program focused on high school juniors. This program provides an effective training experience for potential leaders

