



# The Sower

Official Publication of  
Lincoln South Rotary

Club #21799 - Chartered April 30, 1984



WEEK OF SEPTEMBER 10, 2010

## PRESIDENT'S CORNER

### Lincoln South Officers and Directors

<b>President-</b> Tom Cardwell <a href="mailto:tcardwel@southeast.edu">tcardwel@southeast.edu</a>	402-228-8220
<b>President-elect</b> Elise White <a href="mailto:elisemwwhite@mac.com">elisemwwhite@mac.com</a>	477-2233
<b>Secretary-</b> Nicolette Klein <a href="mailto:nicki.klein@tieronebank.com">nicki.klein@tieronebank.com</a>	473-6422
<b>Past President-</b> Tracey McLain <a href="mailto:tracey.l.mclain@rbcdain.com">tracey.l.mclain@rbcdain.com</a>	465-3814
<b>Treasurer-</b> Corey Vandewege <a href="mailto:corey@dsisupply.com">corey@dsisupply.com</a>	466-0440
<b>Membership -</b> Jessica Kolterman <a href="mailto:jessicak@nefb.org">jessicak@nefb.org</a>	421-4433
<b>Public Relations-</b> Carl Zeutzius <a href="mailto:czeutzius@unicogroup.com">czeutzius@unicogroup.com</a>	437-7275
<b>Club Administration-</b> Brad Carter <a href="mailto:bcarter@woodspros.com">bcarter@woodspros.com</a>	430-6223
<b>Service Projects-</b> Dave Hilsabeck <a href="mailto:dhilsabeck@hotmail.com">dhilsabeck@hotmail.com</a>	489-9792
<b>The Rotary Foundation-</b> Joe Roberts <a href="mailto:jroberts@midfin.com">jroberts@midfin.com</a>	434-8050



This week I was pondering ethical vocational service. I read an article recently (August 25, 2010 ) by Robert Reich, the former U.S, Secretary of Labor talking about the particularly unethical behavior of Jack DeCoster the CEO of "Wright County Egg". This person has been convicted of numerous workplace violations, including of state environmental laws, of animal cruelty and of the mistreatment of (female) workers, According to Reich he (DeCoster) considers fines a cost of doing business and has thus flaunted local, state and federal laws. Reich goes on to point out BP has a similar record of malfeasance ignoring safety standards for years on numerous projects. I am certainly aware of BPs poor stewardship concerning Prudhoe bay. So why mention this. You may know that Rotary has certain fairly detailed principles they expect members to abide by in relation to vocational service. This is not an easy assignment but we are called upon to set an example. Like many ethical guidelines one may conflict with another at times. In those instances I suggest consulting with professional peers. More than ever we need Rotarians to be examples of good moral character in the world of business. We should frequently examine our own motives and seek to balance our interests with those of society at large. Here they are for your review.

- 1) Consider my vocation to be another opportunity to serve;
- 2) Be faithful to the letter and to the spirit of the ethical codes of my vocation, to the laws of my country, and to the moral standards of my community;
- 3) Do all in my power to dignify my vocation and to promote the highest ethical standards in my chosen vocation;
- 4) Be fair to my employer, employees, associates, competitors, customers, the public, and all those with whom I have a business or professional relationship;
- 5) Recognize the honor and respect due to 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) Adhere to honesty in my advertising and in all representations to the public concerning my business or profession;
- 8) Neither seek from nor grant to a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship

Tom Cardwell

### CLUB SERVICE TEAM ON DUTY

Brad Carter  
Scott Delisi  
Chris Dietz



9/17/10 Lincoln South Board Meeting: 10:45 at the Knolls

9/17/10 John Wood, Exec Director, Lincoln Airport— "Challenges and opportunities for air service in Lincoln"

9/24/10 Kerry Winterer, CEO Dept Health & Human Services "An overview of the department from the new CEO".

### Events & Projects

9/11/10 Red Cross Appreciation Game

10/8/10 Club 14 Annual Auction at the Lincoln Train Station

10/23/10 Rotary Leadership Institute— Omaha

10/23/10 LSR Foundation Wine Tasting at Schmeeckles— 6 pm.

## Notes & Announcements

**Red Cross Appreciation Game**— The September 11th football game with Idaho has been designated for the Red Cross Collections this year. Game start time is 11:30 AM so volunteers must check in by 10:30 AM. Volunteers must sign up by August 25th so if you are interested, be sure to sign up at one of the next 2 meetings.

**Speakers**—Jason Smith has graciously agreed to coordinate speakers for the 2010/2011 Rotary year and he is asking for speaker ideas from members. If you have anyone in mind please contact Jason at [jsmith@lcc.com](mailto:jsmith@lcc.com)

**Lincoln South Foundation Wine Tasting**—To be held at the home of Joyce Schmeeckle on October 23rd at 6:00 pm.

**Club 14 Auction**—Friday October 8th at the Lincoln Station. Lincoln South will not be reserving a table this year but if you are interested in attending, contact Joe Roberts. Tickets are \$75 per person.

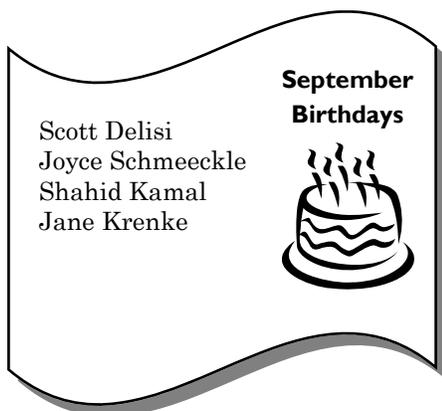
**Bob Vrana in Iraq**—Go to the ClubRunner website to find a story and pictures of Bob Vrana in Iraq. Click on the "Stories" tab and on "Bob on Duty".

**Ambassadorial Scholar**— See page 4 for our first email from Rachel Beth Anderson, our Ambassadorial Scholar who is studying in Egypt..

## Visiting Rotarians and Guests

**Rotarians**—Frosty Kritchfield, De Etta Vrana, Don Kucera and Bill Schmeeckle from Club 14 and Perry Miller from Brighton Colorado

**Guests**—Barb Delisi, guest of Scott.



### 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>



### HAPPY DOLLARS (For Child Mortality)

Jenny Cardwell, Bernie Poppe, Jason Smith, Jane Krenke, Joyce Schmeeckle, bill Schmeeckle, Dean Heermann, Pat Grewe, Tom Cardwell, Dick Miller and Frosty Kritchfield.



## PROGRAM

### 2010-2011 Club Goals

1. *Club Strength— Leave the club better than when I took office.*
2. *Club Growth— Attain and maintain membership of 55.*
3. *Support Polio Eradication.*
4. *Support critical project in one of 3 areas; Health & Hunger, Water or Literacy.*
5. *Maintain 100% sustaining membership in the Rotary Foundation.*
6. *Achieve the Presidential Citation*
7. *HAVE FUN!*

Bryan Washington, Executive Director of United Way Lincoln/Lancaster County was our speaker. Most people know of United Way because of their annual drive but that is not all they do. This year their goal is \$5.93 million. Most contributions come from large institutions. Last year 350 companies contributed. They currently partner with Community Health Charities to run a combined campaign and allocate 8.25% of the funds to that entity.



United Way is governed by a 28 member board but most of the funding decisions are made by volunteers.

Currently 42 agencies are supported by the United Way campaign. TeamMates and the Boys & Girls Clubs were added this year. Unrestricted donations make up about 65% of funds raised are allocated by a citizens review process. Po-

tential recipients are required to apply for funds each year. The applications are reviewed by volunteers and each agency gives a presentation to the funding committee. The funds are targeted in 2 areas: 1.) Kids and 2.) People in Crisis. Applicants must have goals that meet these criteria to receive funds. Also auditors review the financial statements

of the applicants to make sure they are viable entities. Last year there were \$1.6 million in requests that could not be honored so the need is great.

United Way meets the Better Business Bureau's standards for charitable organizations which requires that less than 35% of the funds raised be used for operations. United Way only uses 14% for operations.

**QUESTIONS?  
COMMENTS?  
ARTICLES?**

**Contact Newsletter  
Editor**

Judy Krasomil  
434-3909

[judy.krasomil@nifa.org](mailto:judy.krasomil@nifa.org)



### Rotary is on the Web!

Rotary International— [www.rotary.org](http://www.rotary.org)  
District 5650— [www.rotarydistrict5650.org](http://www.rotarydistrict5650.org)

Lincoln South Rotary—

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



## 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 70<sup>th</sup> & Van Dorn

### Member Minute

Gene Swinton was the Charter president of Lincoln South. Gene grew up in Hunter Kansas where his dad was an implement dealer, car dealer and farmer. He graduated from Fort Hays College with a Masters in Experimental Psychology. Gene currently sponsors a website called GoUSvacations.com



### Note from Ambassadorial Scholar

Hey Everyone,

So for all of you wondering I made it safe and sounds to Cairo. I'm settling in and finding my bearings in the Zamalek (the neighborhood I'm living in) and reconnecting with people I know from living here three years ago.

If you don't already know I'm here on a Rotary Scholarship. I'll be taking graduate courses at the American University of Cairo, working with local Rotary clubs doing service projects, potentially providing video content for Al-Ahram online edition, and formulating a couple different alternative stories I'll be finishing up on my own as well.

I'm currently working on finishing my website and have a blog attached in order for you to follow me during my time abroad as I bounce around Egypt and other areas of the Middle East. I promise not to bombard the site with too much personal contemplation (haha) but tons of pictures (which I know are more interesting) so you can check back occasionally or subscribe to the RSS feed in order to know when I have updated. Just an FYI, the site is still in the works so be kind if you decide to check out any other areas beyond the blog.

[www.ishtaproductions.com](http://www.ishtaproductions.com)

Cheers, Rachel

