



ROTARY NOTARY

Birthdays:

<i>Stewart Crow</i>	1/28
<i>Kim Vining</i>	1/29
<i>Deik Scram</i>	2/1
<i>Phil Broz</i>	2/2

At Rotary Today:

Greeter: Greg Ek

Invocation, Flag Salute, and Four-way test:

Robin McGonigle

Welcome to the Board of Directors, Phil Broz!

Rotary Anniversaries:

Scott Hampel—17 years
Ann Buckendahl—9 years
Richard Samanigo—6 years
Kim Pennington—4 years

Quote of the Week:

If you hear a voice within you say 'you cannot paint,' then by all means paint, and that voice will be silenced.

—*Vincent Van Gogh*

MIKE SMITH: HOW SCIENCE TRANSFORMED WEATHER

After a 47-year career as one of America's most esteemed weather scientists, Mike Smith has begun a new career in business consulting and professional speaking. MSE Creative Consultants combines Smith's scientific acumen with business savvy, creativity, and insights, to offer his business clientele a unique combination of skills available nowhere else.



Science is defined as “systematic knowledge of the physical or material world gained through observation and experimentation.” Today’s speaker, Mike Smith, showed us many examples of how science transformed the observation of weather patterns into actionable knowledge that saves hundreds, most likely thousands, of lives annually.

Smith took us through a brief history of violent storms with high death tolls, and how the science of meteorology (the science of weather) has resulted in better forecasting, vastly improved warning systems, and technological advancements that pinpoint where a storm is headed.

For Smith, the Ruskin Heights Tornado in May 1957 marked the day five year-old Mike Smith wanted to study meteorology. The tornado, which killed 44 peo-

ple and officially injured 531 more, was retroactively rated F5 (the Fujita Tornado Scale would not be developed until 1971).

The next day Smith saw the tornado’s aftermath—people hugging and crying, looking at the concrete slab where their home used to be. Later he learned that the Weather Bureau had issued a tornado watch, the resulting media coverage clearly saving hundreds of lives.

The major storms of the 1950s and 1960s created a “perfect storm” of their own, where science, television, and technology came together to save lives. And in the 1970s, Mike Smith was in the center, as a college student studying meteorology at OU, a broadcaster at WKY-TV in Oklahoma City, and a scientist with an entrepreneurial bent.

On June 7 and 8, 1974,

Smith and his colleagues at WKY were able to give precision storm warnings. In addition, they broadcast the first live coverage of a tornado by rolling a studio camera outdoors onto a loading ramp. Although 16 tornadoes had occurred in Oklahoma that day, there were no deaths in the tv station’s viewing area.

Greensburg, Kansas, 2007: Smith and his team issued a warning to Union Pacific of an increasing threat of tornadoes south of Greensburg. The tornado flattened the town; nine people died. But, Smith realized, more than 200 lives were saved.

Today Smith coaches entrepreneurs, applying science to real-world business problems. Helping business owners know how to respond when high impact/low frequency events occur is his current focus in a career that has moved from saving lives to saving businesses.

Upcoming Events:

You: [Thursday, January 31]
Hey, boss, I need to leave work today right at 5.

Boss: What? Why?

You: East Wichita Rotary is having its first Mixer of the year at YaYa's and I want to go.

Boss: Mixer?

You: Yes! It's where a bunch of us from Rotary get together for drinks and snacks after work and just have fun. We have one once a month at a different restaurant. Sometimes at someone's house.

Boss: But you know you have the [insert name of big project here] to work on!

You: Yes, it's due next week and I'm on top of it. Hey, why don't you come with me? You'll meet a lot of great people who also care about making our community an even better place to live.

Boss: Sounds great! I'll be there!

You: See you at YaYa's at 5:15!

That's right, bring your boss, a friend, a spouse...all are welcome at the monthly EWR mixers! See you there this **Thursday, January 31 at 5:15 at YaYa's!**

March 1—OSCAR (Our School Cares About Reading) Reading Day is back at Buckner Elementary School! Schedule a half hour to read aloud to students who will be thrilled to see you. The sign-up sheet is at Kim's table.

Next Week:

Jim Means, Director of the Career and Technical Education Program for the Wichita Public Schools.

AN UNKNOWN OPPORTUNITY THAT'S BEEN THERE ALL ALONG



Hopefully that caught your eye!

One of our members, Kevin Rathert, recently discovered, after many years of contributing to the East Wichita Rotary Foundation, that there was a match available by his company, State Farm. He passed on the news of this wonderful opportunity to a fellow member or two and, just like that, the contributions to the EWR were compounded.

Just think if we all inquired about this with our respective companies – we could pursue getting matching contributions to benefit the Foundation for years to come. For Kevin and another member's contribution,

State Farm contacted me and it was a very easy confirmation process to facilitate the match.

I invite each of you to inquire if this opportunity exists at your company. I would be happy to help in any way I can. Let's not miss this potential opportunity to benefit the Foundation with additional contributions, to help with their good works of providing scholarships to students!

—Kim Hurtig

NATIONAL CHOCOLATE CAKE DAY

Do we need a birthday, wedding or anniversary to have chocolate cake? Not on January 27, because it's National Chocolate Cake Day.

In America, chocolate was consumed primarily as a beverage until the 1830s or 40s. Chocolate cakes, as we think of them today, mostly did not exist then. According to the Dover Post, the chocolate cake was born in 1765 when a doctor and a chocolate maker teamed up in an old mill. They ground up cocoa beans between huge millstones to make a thick syrup. The liquid was poured into molds shaped like cakes, which were meant to be transformed into a beverage.

A popular Philadelphia cookbook author, Eliza Leslie, published the earliest chocolate cake recipe in 1847 in *The Lady's Receipt Book*. Unlike chocolate cakes we know today, this recipe used chopped chocolate. Other cooks of the time such as Sarah Tyson Rorer and Maria Parloa all made contributions to the development of the chocolate cake and were prolific authors of cookbooks.

The first boxed cake mix was created by a company called O. Duff and Sons in the late 1920s. Betty Crocker released their first dry cake mixes in 1947. Celebrate this marvelous innovation in food science with a slice of chocolate cake today!

(Source: nationaldaycalendar.com)



Yum! This looks like a creation from our recent lunches at the Marriott. If you're in a baking mood, try this recipe: <https://addapinch.com/the-best-chocolate-cake-recipe-ever/>