



## The Madison, Wisconsin

# Rotary News

### Bringing Sunshine into Government – How City Channel & Public TV Do It

#### Upcoming Rotary Programs

- **March 24**  
**Pamela Bean;**  
Implementing a New Approach to Monitor High Risk Intoxicated Drivers in Dane County (**Alliant Energy Center's Exhibition Hall**)
- **March 31**  
TBD
- **April 7**  
**Jeanne Carpenter;**  
*Wisconsin Cheese*
- **April 14**  
**LZ Lambeau**

Sunshine Week – defined as “an initiative to open a dialogue about the importance of open government and freedom of information.” Next week, on March 17, at Inn on the Park, we’ll celebrate Sunshine Week with guest speakers Brad Clark and Malcolm Brett. They will tell us how City Channel and Wisconsin Public Television bring “sunshine” into city government affairs and why their role is more important now than ever.



**Brad Clark** has been with Madison City Channel since 1988 and has been its manager since 1994. Clark has worked in the television industry

since 1977 upon his graduation from the University of Illinois. He lives in Madison with his wife Anne and children Tyler and Marisa.



**Malcolm Brett** is the Director of Broadcasting and Media Innovations - University of Wisconsin - Extension (UWEX)

and General Manager of WHA-TV, the flagship station of Wisconsin Public Television. He oversees the University’s public radio and public television stations which are part of Wisconsin Public Television and Wisconsin Public Radio. He also oversees UWEX’s distance learning facilities; Instructional

Communications Systems and the National Center for Outreach. Broadcasting and Media Innovations initiatives include research into mobile video delivery for emergency first responders, video delivery over Internet 2, and media asset management.

Members bringing guests are asked to contact the Rotary office by Tuesday noon (email [office@rotarymadison.org](mailto:office@rotarymadison.org) or phone 255-9164).

### We Can Feed America

**T**hese are tough times for many people. A comprehensive independent study on Hunger in America 2010 (based on extensive in-person interviews with clients as well as surveys completed by partner agencies) revealed the impact the downturn in the economy and the rise of unemployment has had on demand for food. Dan Stein, President and CEO of the Second Harvest Foodbank of Southern Wisconsin, shared highlights of the findings at the March 10 Rotary meeting. Here are a few of the statistics based on the data for Southern Wisconsin:

- The Foodbank is serving 83% more people than in 2006
- 141,000 of our neighbors are food insecure
- 43% of them are children (an increase of 115% in four years)
- 61% of households have incomes below the federal poverty level
- 75% have at least a high school education; 33% have 2-year degrees; 8% have 4-year degrees
- 54% of households include at least one employed adult; 11% had managerial or professional jobs

The last two bullet points dismiss the notion that emergency food systems provide assistance only to the uneducated and unemployed. In fact, the problem has become widespread. So Second Harvest is working to address these challenges in a number of ways. It distributes 20 tons of food per day to 260 agencies in 16 counties. Its outreach program helps eligible families apply for benefits and access nutritious foods. Its participation in FARMS (free and reduced

meals) helps children get better nutrition, which in turn improves their potential for success in school. A significant percentage of this effort is accomplished through volunteers.

But that’s not the only myth the findings challenged. The study also emphasized the fact that many people who are eligible for SNAP (Food Stamp) benefits don’t enroll. Yet they are making decisions between spending money on expenditures such as utilities, rent, and medicine versus using that money for food. This is really significant since 23% of the households have at least one member in poor health.

Perhaps the biggest myth is that there’s not enough food to squelch the hunger problem. Dan itemized several facts related to this issue. He noted that 90 billion pounds of food is land-filled, mostly due to discontinued or overproduced products. While some portion of this is what people discard from their plates, 70% of this amount never even reaches the consumer. So the food network is working with manufacturers to claim dented cans, products in packages bearing pictures of discredited celebrity endorsers, or other items being withheld from the retail supply chain. It is working with growers to receive, for example, loose apples that might be thrown out. And it is working with retailers such as Wal-Mart to distribute otherwise healthy food products that may have reached the “sell-by” date on the package.

Dan re-emphasized that the hunger problem can be solved, but it requires awareness, education and commitment. So with everyone’s help – including Rotarians – we can feed America.

*Our thanks to Dan Stein for his presentation and to Linda Gorchels for this review article.*



## Hosts Needed for Vocational Fellowship Luncheons July 7

Members will recall our popular "Vocational Fellowship Luncheon Day" which has been held once a year since 1992. The Vocational Opportunities Committee is planning this year's Fellowship Luncheon Day for Wednesday, July 7, 2010. (This date coincides with a time when the Inn on the Park cannot accommodate us.)

**WE ARE SEEKING VOLUNTEER HOSTS:** For this program to be a success, approximately 12 volunteer members are needed to host a group at their work location on July 7. The host would be responsible for arranging lunch and the program, which can be a tour of the facility or a presentation about the organization. The time frame would be similar to our usual meeting (noon to 1:30 p.m.). The club will reimburse the host for lunch at \$14 per person. If you are interested in hosting, call the club office (255-9164) to request a host application form. The first 12 Rotary members who submit completed application forms will host luncheons this year.

The key objectives of these multiple fellowship luncheons are to increase fellowship and to acquaint members with the variety of organizations represented in the club.



## Rotarian Work Day – May 1 Quann Park Clean-Up & Plant Exchange

Rotarians and their family members can sign-up to volunteer to clean up Quann Park, 204 Bram Street, which is located in the northwest corner of Bram Street and John Nolen Drive and near Alliant Energy Center. This park is located on the bike path, too. This is an opportunity to make a difference in our community by cleaning up a park and getting it into shape for the summer season. Come and roll up your sleeves and let's work together in this community service effort. **Our club's clean-up project on May 1 is part of a district-wide Rotary community service day which has been organized by District Governor Dean Dickinson.**

We will also have a plant exchange as part of the morning's activities. More details will be announced about this opportunity.

There will be two-hour shifts for our community service day, Saturday, May 1: 8 - 10 am and 10 - noon. We will have a cookout at noon at the park for all of our volunteers.

We would like to determine how many volunteers we will have for May 1, so please send an email or call the Rotary office ([office@rotarymadison.org](mailto:office@rotarymadison.org) or 255-9164) to provide the following information if you are planning to help out: 1) Number of volunteers from your family, including you; and 2) Let us know if you would plan to attend the cookout at noon at Quann Park.

### Good Work

Highlighting the history and events of Rotary's "good work" in Madison and the world.

Our club's activities during World War I are unclear because of the club's scarce recordkeeping during the period. However, the IRS certified our club as a "war service club" in 1918.



## New Madison Rotary Foundation Trustees Elected

On March 10, Madison Rotary Foundation Treasurer Bruce Westervelt filled in for President Nate Brand who was out of town. Treasurer Westervelt provided an overview of the current fund balances of our Madison Rotary Foundation and then called the Foundation's annual meeting to order. As part of the annual meeting, the membership approved the following new trustees who will serve three-year terms beginning July 1: **Richard Bliss, Michael Falk, Mark Meloy and Peg Smelser.** In addition, Club President Dave Ewanowski will automatically begin a two-year term on the trustees beginning July 1.

Continuing Madison Rotary Foundation trustees are: Ellsworth Brown, Kevin Hoffman, Dick Lovell and Fran Taylor are completing their first year as of June 30; Nate Brand, Mary Carr Lee, Renee Moe and Wendy Wink are completing their second year as of June 30. In addition, immediate past club presidents Terry Anderson and Bob Dinndorf serve as trustees.

Trustees whose terms will end as of June 30 are: Laura Davis, Rich Lepping, Kathrynne McGowan and Ellie Schatz and they were thanked for their service during our March 10 meeting. The Foundation Trustees will meet soon to select 2010-11 officers.

All members of the Rotary Club of Madison are members of the Madison Rotary Foundation, and the annual meeting is held on the second Wednesday of March.



## Top Spellers to Attend March 17 Luncheon

At our luncheon next Wednesday, March 17, at the Inn on the Park, the top ten spellers in the All-City Spelling Bee, along with their parents or guardians, will join us. It is a long tradition for our club to host this outstanding group, and we thank Kelsey Anderson coordinator of this year's Spelling Bee for helping to coordinate the students' visit to our club luncheon. Our Youth Awards Committee members will host these guests at reserved tables next week, and members can help to extend a special welcome to this outstanding group of students.



## Follow Our Rotary Club on Facebook and LinkedIn



With the new technology options available, members can now follow our Rotary Club via Facebook and LinkedIn.

**Facebook:** Our club is on Facebook, and we currently have 36 fans. We thank **Juli Aulik** and **Matt Wahoske** who serve as volunteer administrators to this account for our club. Join our group today!

Click here: [www.facebook.com/RotaryClubofMadison](http://www.facebook.com/RotaryClubofMadison)

**LinkedIn:** Our club also has a group on LinkedIn, and we currently have 63 members. Our thanks to **Roger Phelps** who volunteers to serve as the administrator of this group. We welcome additional members to join us.

Click here: [http://www.linkedin.com/groups?gid=135326&trk=myg\\_ugrp\\_ovr](http://www.linkedin.com/groups?gid=135326&trk=myg_ugrp_ovr)

In addition to these new club resources, members can also visit [www.rotary.org](http://www.rotary.org) to learn how to connect to social media outlets offered for Rotary International communications.



## Travel to our Club's International Signature Project in Peru June 13 - 20, 2010

Our Rotary Club is committed to a project that is located near Cusco, Peru, and we have had club members making annual trips to the project site for the past several years. During our Rotary meeting on March 3, we heard from 2009 participants about their experiences, and they also provided details about the June, 2010 plans for traveling to the project site. Click here to watch a video about CECADE: <http://www.youtube.com/watch?v=xhVci5BuVv8> From June 13 - 20, 2010, a group of members and their families will travel to CECADE (an acronym for Center for Capacity Building for Development) which is located near Cusco, Peru. The tinerary is as follows:

Sunday, June 13 <sup>th</sup>	Everyone at Samay Hotel in Cusco for dinner together
Monday, June 14 <sup>th</sup>	9 a.m. leave for Cecade; stop at childrens' schools; settle in at Cecade. Work; hike
Tuesday, June 15 <sup>th</sup>	Cecade—working day (see goals below)
Wednesday, June 16 <sup>th</sup>	Cecade—working day (see goals below)
Thursday, June 17 <sup>th</sup>	Cecade—working day (see goals below)
Friday, June 18 <sup>th</sup>	Cecade—working day (see goals below)
Saturday, June 19 <sup>th</sup>	Cecade—work with >100 students 8 a.m.-1 p.m.; return to Cusco in afternoon; dinner together to wrap-up trip and discuss future work
Sunday, June 20 <sup>th</sup>	Return home or continue travels (Machu Picchu; Sacred Valley, Lake Titicaca; Rainforest/Explorama (Dr. Linnea)

**GOALS** The Goals for 2010 Week at Cecade are: 1) Begin 2010 fluoride campaign and implement first dose for 1,000 children at 13 schools. The campaign will continue throughout the year with additional 6-8 doses; 2) Supply 13 communities with first aid kits and the training on how to use them; 3) Implement 6 educational workshops for primary school children; 4) Plant 20 native ornamental trees in each of the 13 Centers (schools); and 5) Build five solar corn dryers and two energy efficient stoves.

For the flight, it depends upon the airline and specific dates, costs range from \$700-\$1,000 per person round trip to Lima; then an additional \$200-\$300 roundtrip Lima to Cusco.

**HOTEL** We will stay at a Cusco Hotel that is within walking distance of markets, stores, restaurants, ATM. Typically \$35-60/night depending upon number of people (includes breakfast). Cecade housing: \$50/person/night (includes all meals, bedding). Spending Money: \$300-\$500 total per person is plenty.

**HEALTH** It is important to check with your travel doctor/nurse but will need to be current on Tetanus and likely need hepatitis vaccine. If plan to travel on to the rainforest you will also need a yellow fever vaccine. Some travelers also take meds for altitude sickness; however, the Peruvians offer tea made out of cocoa leaves that also helps (Cusco's elevation is 11,000 feet above sea level).

**MONEY** There are ATMs (you can choose between dollars or Peruvian currency) and US currency and credit cards are generally accepted at restaurants or larger stores. The Peruvian currency is Nuevo Sol. 3 soles = \$1.

**CLIMATE** Cusco has beautiful blue skies and daytime temperatures in 70's (nights in 50s). Cecade is colder at 15,000 feet above sea level and we sleep in an unheated dormitory (with lots of alpaca blankets). Daytime temps 50s to 60s; nighttime 30s to 40s. Think layers!

**INFORMATIONAL MEETING** There will be an informational meeting at the Inn on the Park on March 17 at 1:30 p.m. if you are interested in learning more about the 2010 trip. You may also contact the Rotary office at 255-9164 or [office@rotarymadison.org](mailto:office@rotarymadison.org) for more information.

### An Evening of Music with Wisconsin Chamber Orchestra Featuring Trumpeter Ryan Anthony

Friday, March 26, at 8:00pm in the Capitol Theatre  
Cost \$26.50/person  
6:00pm Dinner (Optional) at Nick's Restaurant  
Cost \$20/person



Contact Rotary Office  
[office@rotarymadison.org](mailto:office@rotarymadison.org) or 255-9164  
for details.

Hosted by our club's Special Events Committee

### March Rotary District Newsletter Available

The March Rotary District 6250 Newsletter is now available, and members are encouraged to visit the Rotary District website at [www.rotary6250.org](http://www.rotary6250.org) to read this month's newsletter to learn more about what is going on in other area Rotary Clubs. There is also information on this year's Rotary District Conference that will be held May 21-22 in LaCrosse as well as articles on frequently asked questions about donations for the Haiti Relief Effort and plans for a Polio Immunization Trip to Nigeria in April. You will even see club member **Roth Judd** pictured as a facilitator and one of the club's Vision Planning sessions, and **Rob Stroud** is featured in an article announcing that he will become Rotary District Governor for the 2012-13 year.



### Meetings and Events

March 14	7:00 p.m.	World of Wine Fellowship Group Event at Mike Wilson's Home
March 15	5:30 p.m.	Scotch Whiskey Fellowship Event at Michael May's Home
March 16	7:00 p.m.	UW Rotaract Group Meeting at Grainger Hall
March 17	11:00 a.m.	Rotary Choir Practice at Inn on the Park
	11:15 a.m.	Ethics Symposium Committee Meeting at Inn on the Park
	11:15 a.m.	Member Development Committee Meeting at Rob Stroud's office
	Noon	Rotary Meeting at Inn on the Park with Guest Speakers Brad Clark & Malcolm Brett; Sunshine in Government
	1:30 p.m.	Centennial Joint Sub-Committee Meeting at Inn on the Park
	6:30 p.m.	Rotary Bowling at Badger Bowl
March 18		PETS Meeting at Glacier Canyon Lodge in Wisconsin Dells
	6:30 p.m.	Notable Books Fellowship Group Meeting at Takara Restaurant (tentative location)



### Happy Birthday!

- Mar. 14 -- **Art Barnard** -- Adm. Date: 06/03/2009 Business Services, Supplies & Technology. GKA Research, Inc.
- Mar. 14 -- **Mike Gotzler** -- Adm. Date: 05/06/2009 Business Services, Supplies & Technology. The QTI Group
- Mar. 14 -- **Maggie Peterman** -- Adm. Date: 02/06/2008 Writer.
- Mar. 15 -- **Nan Zimdars** -- Adm. Date: 07/13/1988 Brokerage & Investments. Nan M. Zimdars Inc. Director 1994-96 PHF (2)
- Mar. 16 -- **Terry Heinrichs** -- Adm. Date: 06/13/2001 Brokerage & Investments. Merrill Lynch
- Mar. 16 -- **Fred Mohs** -- Adm. Date: 05/31/1978 Law. Mohs, MacDonald, Widder & Paradise PHF (2)
- Mar. 17 -- **Merv Conney** -- Adm. Date: 05/31/1967 Commercial Services & Products-Retired. Winter Res is Bus. November - May go to CA PHF
- Mar. 17 -- **Pat Lucas** -- Adm. Date: 09/30/1987 Retail-Services & Products-Retired. PHF (3)
- Mar. 19 -- **Ken Axe** -- Adm. Date: 11/15/2000 Law. Lathrop & Clark LLP
- Mar. 19 -- **Greg Frank** -- Adm. Date: 04/01/2009 Retail-Services & Products. Food Fight Restaurant Group Former member of club 1995-96 & WT-Middleton 2005-07
- Mar. 19 -- **Perry Henderson** -- Adm. Date: 03/25/1981 Physician-Retired. Director 1995-97, President 1997-98, District Governor 2002-03 PHF (9)
- Mar. 19 -- **Dan Larson** -- Adm. Date: 05/06/1998 Financial Institutions. CUNA Mutual Group/Members Capital Advisors Treasurer 2003 to date; Director 2008-10 PHF
- Mar. 19 -- **Tim Stadelman** -- Adm. Date: 06/05/2002 Construction. J.H. Findorff & Son Inc.
- Mar. 20 -- **Dave Stark** -- Adm. Date: 03/10/1982 Real Estate. Stark Company Realtors Director 1994-96

### March 10, 2010

#### Make-up Artists

Bartell, A at Tucson, AZ 2/25; Bartell, J at Tucson, AZ 2/25; Boelter, B at West 3/4; Burns, C at N. Dallas, TX 3/2; Dieck, D at Charlotte, NC 2/19; Everson, D at Edgerton 2/2; Franzen, M at Fairhope, AL 2/24; Gorchels, L at Breakfast 2/24; Henricks, D at West 2/25; Lucas, T at WT-Middleton 2/12, 2/19 & 2/26; South 2/15, 2/22 & 3/2; Naherny, K at Venice-Nokomis, FL 2/25 & 3/4; Neviasser, A at Pelican Bay, FL 2/19 & 2/26; Sakowski, J at West 3/4; Selk, G at Fairhope, AL 2/24; Silverberg, J at West 3/4; Stein, D at Delavan-Darien 2/15; Stein, F at Tucson, AZ 2/19; Tipple, G at East 2/23; Welton, K at Naples, FL 2/26; Woit, K at Palo Alto, CA 2/22

#### Guests

Mark Monkmeyer of Rotary Choir; Lucy Chaffin, Sandra Foreman, Jean O'Leary & TJ Rogness of Rotary Goodman Advisory Committee; Carrie Wall of Maggie Peterman; Sue Baumer of Victor Rodriguez; Cindy Byrne of Frank Byrne; Joy Drummond of Dave Drummond

#### Visiting Rotarian

Dan Rice from Novato, CA

### Rotary District Conference is May 21-22 in LaCrosse

Rotary District Governor Dean Dickinson invites all members of our club to attend this year's Rotary District Conference held in LaCrosse from May 21 - 22 at the Radisson Hotel LaCrosse and LaCrosse Center. Come and learn what other Rotary clubs are doing in our district and hear about the benefits of programs of The Rotary Foundation of Rotary International. Visit [www.rotary6250.org](http://www.rotary6250.org) for a detailed schedule of events for the conference and to register.

### Attendance Record

Date	Total Members	Total Active	Active Attending (include Make-ups)	Percentage
3/11/09	516	370	349 (143)	94.32%
3/10/10	500	360	395 (202)	109.72%

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 Web: <http://www.rotarymadison.org/>

#### Make up your missed meetings.

City or Club	Day	Time	Place
Madison Breakfast	M	7:30 am	Vitense Golfland, 5501 W. Beltline Hwy.
Madison South	M	12:15 pm	Sheraton Inn, 706 John Nolen Dr.
Oregon	T	6:45 am	Independent Bank of Oregon, 744 N. Main St.
Sun Prairie	T	7:15 am	Colonial Club, 301 Blankenheim Lane
Madison East	T	Noon	Howard Johnson's, 3841 E. Washington Ave.
Fitchburg/Verona	T	Noon	Pancake Café, 6220 Nesbitt Rd. (1st & 3rd Tuesdays)
Madison Horizons	T	12:10 pm	Radisson Inn West, 517 Grand Canyon Dr.
Mt Horeb	W	Noon	Sole Saporì, 209 E. Main St.
DeForest Area	W	Noon	Grobe & Associates, 819 S. Main St.
Stoughton	W	12:10 pm	VFW, 500 Cty Hwy N
Madison West	Th	12:15 pm	The West Side Club, 437 County Rd. M
Waunakee	Th	Noon	The Innkeeper, 301 N. Century Ave.
Madison WT-Middleton	F	12:12 pm	The West Side Club, 437 County Rd. M
eClub One		Anytime	<a href="http://www.rotaryclubone.org/">http://www.rotaryclubone.org/</a>
Second Harvest Foodbank			Volunteer for one hour and receive a make-up. Call 223-9121 to schedule your time.
Red Cross			Donate a pint of blood and receive a make-up

NOTE: Make-ups must be 14 days before or after the missed meeting. For other cities, visit Rotary International's website: <http://www.rotary.org/en/Pages/ridefault.aspx>

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