



## **The Madison WI Rotary News - September 2025 Edition**

*a publication of the Rotary Club of Madison*



### **Upcoming Rotary Programs at Park Hotel**

- **Sept 3** Jayme Powers and Jason Ilstrup Madison LakeWay Project
- **Sept 10** Remzi Arpaci-Dusseau The School of Computer, Data & Information Sciences at UW-Madison: Past, Present, and Future
- **Sept 17** Rick Bernstein and Bridgit Van Belleghem Unjust Deeds: The History of Racial Covenants in Dane County and Beyond
- **Sept 24** WEDC Secretary Missy Hughes Tariffs Demystified: Key Concepts and the President's Impact on Global Trade

### **Reservations Required to Attend Each Week**

*Use the link in the Friday email; call/text the Rotary Office at 608-255-9164 or email [rotaryoffice@rotarymadison.org](mailto:rotaryoffice@rotarymadison.org) by Noon each Tuesday. Buffet opens at 11:30am.*

### **Review of Last Month's Guest Speaker Presentations**

**August 6: Mike Kloss, Rotary 2025-2026 District Governor** --submitted by Eric Krieghoff

Mike was born into a military (Airforce) family in the country of Morocco, before moving to the La Crosse/Eau Claire areas. Mike joined Rotary in 2014 in Eau Claire and became



Club President in 2016 and is serving as our District Governor for the 2025-2026 year.

Mike has been in Sales & Management for over 40 years and currently works for Airgas in Eau Claire as an Account Manager for large industrial manufacturers.

Mike's Top 5 goals: 1. He wants to be creative with club growth; 2. Share with world the great stories that Rotary has; 3. Grow membership and promote talent to District roles; 4. Focus on our 4-way test – and have fun; 5. Continue to promote The Rotary Foundation/District Designated Fund/Polio Plus Initiative.

**August 13: Amazing Stories from a World-Wide View –Rotary Speaker, Pilot and Author, Diane Ballweg, has Landed her Plane at 377 Airports, and Logged Flight Time on Five Continents** --submitted by Sharyn Alden

The name Diane Ballweg has long been synonymous with a wide number of achievements. Owner of Endres Manufacturing, founded in 1926 Waunakee by her grandfather, teacher of aviation at Edgewood High School, philanthropist, and for her deep support of the arts.

But many know her as a private pilot, rather the “Pink Pilot,” who keeps her four-seat Cessna plane at her pink hangar in a Madison airport.

Now, she can add another achievement to the list—and that's author. Her extraordinary journey across global skies is fascinating reading in the newly published book, *Into the Wind, Above the Clouds: Love at First Flight*.



At Rotary on August 13, she pointed out misconceptions about flying starting in 1899 when Charles Duell, Commissioner of the U.S. Patent Office said, “Everything that could be invented has been invented.” She said, “It goes to show how limited innovative thinking was at the time.” Four years later, the Wright brothers invented the airplane. She added flying is safer than driving. In the sky, you are miles apart from another plane, but in a car on the road, only 8 feet or so apart.”

It was easy for Rotarians to ‘feel’ Ballweg’s enthusiasm for flying. “My life changed when I got above the clouds,” she said.

**August 20: John DeMain and Robert Reed: The Madison Symphony Orchestra celebrates 100 Years!** --submitted by Ellsworth Brown

100 words do not do justice to the Madison Symphony Orchestra’s forthcoming 100th anniversary season. Executive Director and Rotary Member Robert Reed and Conductor John DeMain shared an extraordinary array of programs, any one of which could convince a newcomer to consider the full season.

The array of special events can be viewed by scrolling through [madisonsymphony.org/events](https://madisonsymphony.org/events). You will discover two days of performances at season’s



beginning including a performance above the orchestra by Cirque de la Symphony, a grand Christmas celebration, and a 2026 spectacular world premier closing. Don't miss the chance!



**August 27: "Former Area Man Has Madison Rotarians in Stitches Recounting the Founding of The Onion." --**

*submitted by Joy Cardin*



We had a very funny Rotary Club of Madison program on Wednesday with Scott Dikkers talking about his forthcoming book - The Onion Story: How a Band of Misfits, Dropouts and Sad Sacks Built the World's Most Trusted News Source.

Scott recalled how he came to Madison from little Ellsworth, Wisconsin hoping to break into "show business" - not realizing how unlikely that would be at the time. He first found some success when the Daily Cardinal student newspaper started running his Jim's Journal comic strip, which eventually turned to a t-shirt design, and then a New York Times

best selling book!

The two founders of The Onion (named that because the two ate onion sandwiches) asked Scott to draw cartoons for this publication they were planning. He soon volunteered to help edit the stories - and before too long he became the co-owner of the paper and its editor in chief.

Scott guessed that the Rotarians in the audience know how important it is to search "high and low" for great talent. But he said he only searched low looking for the world's best satire writers! He found them in the form of disgruntled liquor store workers, dishwashers and grocery store clerks. For whatever reason, the Badger Liquor Store was a big source of writers. One applied with a story headlined: Area Loser Wants Job. The writers were not micromanaged. They were left alone. They didn't have to work business hours. No one was fired. The ones who weren't that funny just stopped coming to the editorial meetings. And it worked!

The Onion Story will be published in October.

<https://www.simonandschuster.com/books/The-Onion-Story/Scott-Dikkers/9781637747513>

Our thanks to **Eric Krieghoff, Sharyn Alden, Ellsworth Brown, and Joy Cardin** for providing these summary articles for our guest speakers during the month of August. If you missed a previous Rotary guest speaker presentation, you can watch most of them on

**2025 Rotary Mentor-Student Picnic Report**

*--submitted by Julie Fagan*



In keeping with a warm and humid July, the day of the 2025 Rotary Scholar Mentor Picnic dawned sunny and hot. Once again, Valerie and Jeff Renk opened up their home and seed farm outside of Sun Prairie to host this special event.

It was a great mix of experienced mentors and some experienced scholars, as well as many first-timers from all over Madison meeting and mixing for the first time. Scholars included young men and women from

high schools all over the city, attending both local (Madison College, UW-Madison, Edgewood, UW Whitewater and others) and national colleges with the help of Rotary, which they greatly appreciate. There was an eclectic mix of future health care workers, law enforcement, and business aspirants, as well as creatives who are undecided, but eager to explore opportunities in higher education.

Experienced mentors talked about the rewards of mentorship, as well as what they have learned about communication preferences of their mentees (texting more than email), social media engagement, achievements and interests. Newbies like myself were welcomed by both other Rotary mentors and the students themselves.



The best part for me was how the students felt comfortable conversing both with fellow scholars and adult mentors. I expected awkwardness and shyness but was pleasantly surprised at how quickly and seamlessly everyone intermingled and talked about everything under the sun (pun unintended).

Hats off to the organizers Julie Swenson and Janine O'Rourke for their considerable efforts pairing up mentors and mentees, overseeing the program and planning and carrying out this very fun event. Also, immense gratitude to the Rotary Kitchen Committee members who cooked over a hot grill a feast of burgers (meat and veggie) and brats in the hot sun, and to all who brought a fabulous array of delicious sides and desserts. Many thanks as well to Jeff and Valerie, who opened up their home and farm again this year.



As a bonus, Jeff Renk gave a tour of the seed farm operation that has been in his family for 5 generations. It was quite an education for mentors and mentees alike. All in all, a wonderful event, kicking off what promises to be a great year for this program.

## Meet Our Newest Members!

The following joined our Rotary Club on August 6th, 2025!



**DeAndre Martin** is the Executive Director of CEOs of Tomorrow in Madison. He is originally from Oklahoma City, Oklahoma, and moved to the Madison area in February of this year. DeAndre holds a bachelor's degree in human relations from the University of Oklahoma. He is a recipient of the Juneteenth on the East Community Action Award and ClassMatters Distinguished Leader Award. DeAndre was a founding board member of The Verge which centralized the communities' entrepreneurial resources in Oklahoma City. He was also a board member for Teach America Oklahoma City, and a Rex Charter School Board member. In his spare time, DeAndre enjoys reading and working on real estate development projects. Peter Gray is his sponsor.



**Kyle George** is Vice President Relationship Manager at Lake Ridge Bank in Monona. Originally from Rockford, Illinois, Kyle came to Madison in 2012. He and his wife, Courtney Scanlan, are expecting their first child in September. Kyle holds a bachelor's degree in Philosophy and Economics from Augustana College in Rock Island, Illinois. He serves as treasurer and board trustee for the Madison Museum of Contemporary Art, treasurer and board member of REAP Food Group, and is a community board member of Clean Lakes Alliance. He enjoys reading, live music and shows, piano lessons and watching baseball and football. Tara Grays is his sponsor.



**Brian Espinosa** is the Co-Founder and Co-CEO of Adapt Marketing Consulting. He is originally from Madison and lives in the city with his wife Andrea. Brian holds a bachelor's degree in business marketing from Edgewood College and was recipient of our Rotary Synergy Scholarship during his college years. Brian serves as the President of Latino Professionals Association. He enjoys playing Pickle Ball and Golfing in his free time. Ron Luskin is his sponsor.

## Meet New Staff Member Joanna Martinez



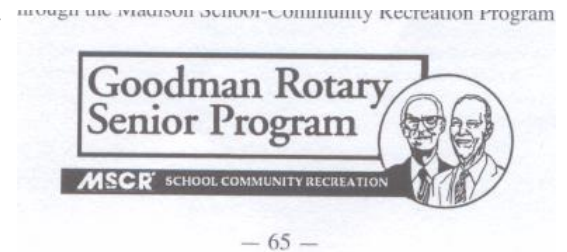
We welcome **Joanna Martinez** to our Rotary staff as our Administrative Coordinator. She replaces Jayne Coster who has moved to the LaCrosse area.

Joanna is a graduate of Memorial High School and is a past recipient of one of our Rotary Youth Awards. She holds a Bachelor's Degree in Human Development and Family Studies, and a Certificate in Gerontology from the UW-Madison and previously worked at the UW Child Development Lab at the UW School of Human Ecology.

Welcome, Joanna, and we are pleased to have you as part of our Rotary office team!

## Rotary Information Report: Goodman Rotary 50+ Fitness Program Presented by Susan Schmitz – August 27, 2025

For those of you who are newer to the club (or younger than I am, so that would be many of you), Bob and Irwin Goodman (who owned Goodman's Jewelers) were very community oriented/philanthropic people. They were members of our club starting in 1962. They have both passed.



They very much supported exercise and eating well as we age. Their friend Bob Humke who was Director of MSCR (Madison School & Community Recreation), described a new exercise program for older adults, and indicated they wanted to encourage its growth. In 1994, Bob and Irwin endowed a partnership between MSCR and our Madison Rotary Foundation. And here is their statement of purpose:

"The Madison Rotary Foundation has agreed to receive and administer a grant from Irwin and Robert Goodman, the income from which is to be used to support a community effort to serve senior adults through fitness and health programming...and will be run by the Madison School Community Recreation Department (MSCR). The purposes of the program, as envisioned by the Grantors are to provide senior citizens in the Dane County area, regardless of income, with information and activities designed to aid them in living healthier, happier and more productive lives."

In 1994, the Goodman Rotary 50+ Fitness Program started with an endowment of \$250,000, from which we paid \$15,000 to MSCR, helping to underwrite 4 instructors, teaching 30 classes with 650 enrollments.

Today, our endowment has grown to over \$1,300,000 and we are giving MSCR more than \$50,000 of support each year. In 2024, there were 4535 enrollments, 470 classes and 47 instructors. What an amazing investment/difference Bob and Irwin made in our community to help people live better lives. They are an excellent example of Service Above Self.

If you would like more information about this amazing program that Rotary is involved with, please contact the office. Thank you so much.

## Opportunities to Meet Rotary Friendship Exchange Team Members from Turkey



Our Rotary Friendship Exchange guests from Turkey will be wrapping up their visit to Madison with a **final night farewell celebration**, and you are invited to join us on **Thursday, September 11**, at Valerie Renk's farm, 6788 Wilburn Road, in Sun Prairie for a **Wisconsin-style tailgate party**, complete with great food, good company, and plenty of international fellowship. Your presence will

help send them off with warm memories of Madison and the friendships they've built here.

### Cocktails kick off at 5:30 PM

Come as you are, bring a guest, and get into the spirit with your favorite team apparel—Packers, Badgers, Brewers, or your local favorite!

### Dinner at 6:00 PM

Please bring a dish to share—something hearty, homey, or uniquely *you*. Think brats and beer, cheese curds, old-fashioned, chips, salads, sweets, or whatever says “Wisconsin hospitality.”

### Enjoy:

- Meeting Rotarians who love cheese almost as much as they love service above self 
- Tailgate fun without the Camp Randall traffic or Lambeau frostbite 
- Building international friendships one Johnsonville at a time 
- Beautiful farm views, fresh country air, and maybe even a tractor selfie or two   

- Wearing your favorite team gear with zero risk of being booed (unless it's the Bears!)

### Help give our Turkish visitors a final night to remember!

- **RSVP to** Margaret Murphy, [MSMurphy4@wisc.edu](mailto:MSMurphy4@wisc.edu) or text: 920-268-2187 by Sept. 8.
- If you would like to bring a dish to share, please sign up here: <https://doodle.com/sign-up-sheet/participate/9be53789-ff0b-43e9-bcf2-169421a65771/select>

Looking forward to seeing you—let's show them how Wisconsin tailgates!

## Help Shape Rotary TriCon 2026 – Volunteers Needed! Scheduled for April 17-18, 2026 – Kalahari Resort in Wisconsin Dells



Our fellow Rotarian Stephanie Martinez has stepped up as Chair of the 2026 Tri-District Rotary Conference (TriCon), and she needs our help to make it a success! Planning is already

underway for this exciting event, which brings together Rotarians from across Wisconsin and beyond for a weekend of inspiration, networking, and service.

Stephanie is inviting Club members to join the TriCon 2026 Planning Team. Whether you're a behind-the-scenes organizer, a creative storyteller, or someone who thrives on day-of action, there's a role for you.

This is a great way to connect with other Rotarians, learn new skills, and contribute to a signature event for our District.

### Open Volunteer Roles Include:

- **Conference Planning Vice Chair** (steps into the Chair role for TriCon 2027)
- **Registration Vice Chair**

- **Marketing Team** – including graphic design, email creation, social media, and copywriting
- **Sponsorship Chair & Vice Chair**
- **Speaker Coordinator Chair & Vice Chair**
- **House of Friendship Chair & Vice Chair**
- **Workshops Vice Chair**
- **Volunteers Chair**
- **Plenary Team Roles** – Producer, Script Writer, Stage Manager, PowerPoint Designer, Master of Ceremonies, Teleprompter Tech
- **Photographer and Post-Production Video Editor**
- **Facilities Support** – Set-up and onsite assistance during the event

If any of these roles spark your interest—or if you know a fellow Rotary Club of Madison Rotarian who would be a great fit—please reach out to Stephanie Martinez to learn more: 203-470-9891 or [stephanie@convene.global](mailto:stephanie@convene.global)

## **Manfred Swarsensky Humanitarian Service Award Nominations Due Oct. 1**



Do you know someone who, "in the tradition of Rabbi Manfred Swarsensky, provides service and leadership which has helped build bridges and sought reconciliation between groups and persons" in our community? If so, you may want to nominate them for this year's award. **Here is a link to more information and the online form that you need to fill out and return to the Rotary office by Oct. 1:**  
<https://rotarymadison.org/page/downloadable-forms>.

Thank you!



## Happy Birthday, Rotarians!

**Sept. 2 -- Teresa Holmes** -- Adm. Date: 5/4/2016 BB# 1030

Consulting. Exponential Endeavors Director 2019-21; President 2021-22 PHF (3)

**Sept. 3 -- Virginia Bartelt** -- Adm. Date: 5/3/2006 BB# 2036

Law. Bartelt Grob, S.C. Director 2008-10 Formerly Rotarian at Middleton Sunrise PHF (7)

**Sept. 3 -- Kristie GoForth** -- Adm. Date: 10/6/2021 BB# 4085

Community Services. Bikes for Kids Wisconsin

**Sept. 4 -- Jenny Sereno** -- Adm. Date: 4/6/2005 BB# 2048

Government-State-Retired. PHF (7)

**Sept. 7 -- Mark Greene** -- Adm. Date: 6/4/2014 BB# 5051

Business Services, Supplies & Technology. Account Pilot, Inc. Director 2022-24

**Sept. 7 -- Jennifer Winding** -- Adm. Date: 11/1/2023 BB# 1013

Business Services, Supplies & Technology. Tapestry Talent Search + Consulting Former member of club 2016-2020

**Sept. 9 -- Melinda Heinritz** -- Adm. Date: 5/3/2017 BB# 3075

Foundations. Madison Public Schools Foundation PHF

**Sept. 9 -- Mike Wilson** -- Adm. Date: 9/9/1987 BB# 2045

Physician-Retired. Director 1996-98; 100% Attendance since 7/1/1995 PHF (12)

**Sept. 11 -- Emily Gruenewald** -- Adm. Date: 10/2/2019 BB# 2079

Arts-Performing. Overture Center for the Arts Former Rotarian at Janesville 2008-11

**Sept. 13 -- Tom DeChant** -- Adm. Date: 10/3/2012 BB# 6030

Consulting-Retired. PHF (4)

**Sept. 14 -- Rick McGregory, Jr.** -- Adm. Date: 5/4/2022 BB# 5074

Education. Madison College

**Sept. 14 -- Linda Vakunta** -- Adm. Date: 6/26/2024 BB# 1079

Government-Local. City of Madison Former member Rotary Club of Washington Global 2024

**Sept. 15 -- Ricardo Blank** -- Adm. Date: 9/7/2022 BB# 6005

Consulting-Retired.

**Sept. 15 -- Dave Bornstein** -- Adm. Date: 6/29/2022 BB# 5088

Real Estate. Highpoint Residential, LLC

**Sept. 15 -- Tammy Thayer** -- Adm. Date: 12/2/2015 BB# 6083

Foundations. Madison College Foundation PHF

**Sept. 16 -- Mike Engelberger** -- Adm. Date: 7/13/2011 BB# 1009

Business Services, Supplies & Technology. MRE Photography Sgt.-at-Arms 2018-19; Director 2019-20 PHF (7)

**Sept. 16 -- Lindsey Yoder** -- Adm. Date: 2/7/2024 BB# 1034

Business Services, Supplies & Technology. Sign Art Studio

**Sept. 17 -- Jim Taylor** -- Adm. Date: 7/25/1984 BB# 4033

Colleges & Universities-Sciences-Retired. PHF (192)

**Sept. 18 -- Nate Boebel** -- Adm. Date: 12/4/2019 BB# 2093

Financial Institutions. US Bank PHF

**Sept. 18 -- Aaron Embury** -- Adm. Date: 6/30/2021 BB# 4058

Financial Institutions. Lake Ridge Bank

**Sept. 18 -- Majid Sarmadi** -- Adm. Date: 7/1/1998 BB# 4088

Colleges & Universities-Sciences-Retired. Director 2005-07. PHF (4)

**Sept. 19 -- Dana Pellebon** -- Adm. Date: 9/4/2024 BB# 1090

Community Services. RCC Sexual Violence Resource Center

**Sept. 20 -- Anne Lucke** -- Adm. Date: 8/7/2013 BB# 4042

Foundations. UW Foundation PHF

**Sept. 20 -- Greg Zacharski** -- Adm. Date: 6/30/2021 BB# 4068

Government-Federal. CyberNINES

**Sept. 21 -- Karla Thennes** -- Adm. Date: 12/7/2016 BB# 3015

Community Services. Porchlight, Inc.

**Sept. 22 -- Londa Dewey** -- Adm. Date: 6/5/1996 BB# 3076

Business Services, Supplies & Technology. The QTI Group

**Sept. 23 -- Allan Koritzinsky** -- Adm. Date: 9/4/2013 BB# 4073

Law. Allan R. Koritzinsky LLC Former Member 1998-2010

**Sept. 23 -- Peggy Lescrenier** -- Adm. Date: 9/3/2003 BB# 3059

Manufacturing-Retired. Rotarian at Milwaukee 1990-2002 PHF (2)

**Sept. 24 -- Mary Kratz** -- Adm. Date: 3/6/2024 BB# 1044

Health Services. Interoperability Institute, LLC

**Sept. 26 -- Joyce Bromley** -- Adm. Date: 11/5/2014 BB# 2004

Consulting-Retired. Bromley Consulting Group Director 2019-21 PHF (8)

**Sept. 26 -- Dave Casey** -- Adm. Date: 6/28/2023 BB# 6069

Government-State. WI Dept of Revenue

**Sept. 27 -- Darin Harris** -- Adm. Date: 7/8/2020 BB# 4001

Consulting. Journey of Collaboration

**Sept. 28 -- Nicole Schultz** -- Adm. Date: 5/7/2025 BB# 2077

Foundations. Madison College Foundation

**Sept. 29 -- Curt Brink** -- Adm. Date: 6/6/2007 BB# 3002

Real Estate. Curt Vaughn Brink Companies

**Sept. 29 -- Mark Guthier** -- Adm. Date: 2/1/2023 BB# 6027

Colleges & Universities-Administration & Support. UW-Madison Student Affairs Former member 2002-2007

**Sept. 30 -- Bill White** -- Adm. Date: 10/4/2006 BB# 4031

Law-Retired. PHF (2)



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