



The Madison, WI Rotary News for March 17, 2017

a publication of the Rotary Club of Madison

Upcoming Speakers at Park Hotel

(unless otherwise noted)

- **March 29**
State Superintendent of Public Instruction Candidates Forum
- **April 5**
Jon Pevehouse
Trump and the International Order
- **April 12**
Noble Wray
From Leading the Madison Police Department to Leading the U.S. Dept. of Justice's Policing Practices and Accountability Initiative: What I have Learned about Community Policing
- **April 19**
Moses Altsech
Remembering the Holocaust



March 22 Rotary Meeting at Park Hotel Road Home Program for Veterans and Their Families

The Road Home Program opened its doors in March of 2014 with the primary focus to help fill the gaps in serving and supporting our veterans with the invisible wounds of war--Post Traumatic Stress (PTS), Traumatic Brain Injury (TBI) and Military Sexual Trauma (MST). Join us next week on March 22, at the Park Hotel, when guest speaker **Will Beiersdorf**, executive director of the Road Home Program – the Center for Veterans and their Families at Rush University Medical Center, will talk about how this program helps veterans with mental and behavioral challenges as well as supporting their families in understanding the needs of their loved one.

Will Beiersdorf was born and raised in Chicago, is married to Mary Beth and has three sons, who are all Eagle Scouts. Will lives in Arlington Heights, Illinois, and is active in many civic and community organizations and is the founder of Salute, Inc. Will holds an accounting degree from DePaul University, and a Master's Degree in Public Administration from Troy University. Will served in the Illinois Army National Guard and US Naval Reserves and was deployed for operations Desert Storm and Enduring Freedom. Will has worked in public accounting and healthcare industries.

So that we can plan for sufficient seating, members planning to bring guests are asked to contact the Rotary office with the number of guests you plan to bring by Tuesday noon (rotaryoffice@rotarymadison.org or phone 255-9164).

Fostering Diversity in the Workplace

Karen Lincoln Michel challenged us to think in a different way about workplace perceptions, the importance of fostering diversity in our workplaces (particularly if we are leaders), and to be sensitive to the welcome our workplace culture extends to those with different ethnicity, gender, or cultural background.

Leaders with hiring responsibility need to be aware of affinity bias – the tendency to hire those who look like us or have the same background. Our perceptions can powerfully influence our decision-making process, often without us realizing it! By selecting people with similar characteristics we miss out on key insights and perspectives that someone outside of our experience and background can bring. She challenged leaders to have the courage to step out of their comfort zones to realize the benefits that increased diversity can bring.

True workplace diversity demonstrates benefits in terms of being able to attract top talent, improved customer relations, improved employee satisfaction, better decision-making, and retaining talented employees. The business environment is a diverse place and hiring and retaining staff to effectively address that environment only makes good business sense. On a tangible basis, Ms. Lincoln cited a McKinsey study that indicated that firms with greater diversity showed a greater likelihood to financially outperform their peers.

Finally, culture matters. Workplace and community culture is important to the success of diversity efforts. Is the culture welcoming? Do persons of color feel isolated? Programs and policies are not enough – leaders have to truly engage and drive the initiative and commit to recruiting and supporting diverse candidates.

Ideas for true engagement in workplace diversity programs include having an officer or position in charge of fostering diversity, mission statements that include diversity as part of the organization's core values, creation of an inclusive and positive atmosphere, widely seeking out candidates, and providing mentoring relationships to support individual success.

Our thanks to the Karen Lincoln Michel for appearing at our luncheon this week and to Kevin Hoffman for preparing this review article. If you missed our meeting this week, you can watch the video [here](#).



In Memory of John Frautschi

We are sorry to report the news of the death of long-time member **John Frautschi** who passed away on March 9 at the age of 87. John was President of Webcrafters, and he was a third generation Rotary member, joining our club in 1956 at the age of 26. He served as a Director of our club from 1970-72 and held two Paul Harris Fellows.

Our Rotary Club has made a contribution to the Madison Rotary Foundation to establish a John Frautschi Memorial Fund. Anyone wishing to make a gift to this fund can send their donation to the Madison Rotary Foundation, 2 S. Carroll Street, Suite 255, Madison, WI 53703. We extend our deepest sympathies to John's family, including his son, Kip, who is a member of our club.



From left: Club President Michelle McGrath, Tazuko Ferguson & Melanie Ramey

Senior Service Guest Tazuko Ferguson

--Introduced by Melanie Ramey – March 15, 2017

It is both a privilege and pleasure to introduce our Senior Service Awardee, **Tazuko Suzuki Ferguson**, fondly known as "Taz." Our good fortune is that she immigrated to Madison in 1958 following her marriage to her husband, Walter, a native Madisonian. They have two children, a son and a daughter.

Taz is a truly remarkable woman who for over 80 years has given so much to this community and to her home country, Japan. She has the unique ability to turn adversity into something positive. She was a child during the bombing of Tokyo and remembers being sent into the countryside with other children with only a blanket. Each day they had a small bowl with 3 beans in it to which water was added for their daily food. From that understanding of what it is like

to not have sufficient food, she has volunteered for many years at various Madison food pantries and Meals on Wheels. She taught oriental cooking for several years at the East YMCA where she also served on the board.

Taz has had rheumatoid arthritis for years and has been a long time volunteer for the arthritis foundation. That included at least 5 trips to Washington to lobby Congress about assistance to people with disabilities. She has also worked to help people in Japan with that disease by sharing with Pfizer Japan information useful to them in developing medications.

She is a survivor of the Hiroshima bombing and when the earthquake and tsunami struck Japan in 2011, Taz went to work to raise funds to help the victims as she was especially concerned about how elderly people would be faring. After collecting the money, she learned that the Japanese government was not letting people come into Japan as they were trying to cope with the disaster. However, she pointed out to them that the Hiroshima bombing had not killed her, and she had lived to an old age and a little more radiation couldn't hurt. Not surprisingly, they let her in. There, she discovered people were being sheltered in large stadiums and other public spaces and were just lying on mats in rows next to each other with no privacy at all. She looked around and saw many cardboard boxes that were being emptied as supplies were

brought in. Using them, she devised partitions that could be placed between the sleeping mats giving some privacy. When the boxes ran out, she purchased additional ones to be used.

I have a list of about 20 organizations that Taz has given her energy, time and money to help. Her recent passion is for the organization, Madison4 Kids, where she is a founding board member and fundraiser. She is also an avid Green Bay Packers Fan. The last part of her work life was at Anchor (now Old National Bank) where she worked for 15 years retiring about five years ago.

Taz has an older sister who lives in Japan. Her mother died there about four years ago at the age of 104. I know that you will join me in wishing that Taz lives to be at least 200 because I know the years will be full of her continued good works that will benefit our community.

Congratulations to Tazuko Suzuki Ferguson on receiving our Rotary Senior Service Award!



April What's Trending Social Event

Date: Wednesday, April 12, 2017 -- 5:00 – 7:00 pm

Location: Jim Sauter will host the event at his business, NovaONE Networks, 2009 W. Beltline Hwy., Suite 103—lower level of building (located on frontage road near Zimbrick).

If you like to network with Rotarians and learn about a business within our community, this event is for you! The event begins at 5:00 pm, and there will be a welcome and some brief remarks at 5:45 by host Jim Sauter about his company, NovaONE, which specializes in custom telecom solutions for business clientele of all industries. Beer, wine and soda will be provided by our host along with some light snacks. **There is no cost to attend.** The primary focus of this event is for networking! This is a Rotary member only event, and advance reservations are required. Contact the Rotary office (rotaryoffice@rotarymadison.org or 255-9164) to register by April 10.

Madison Rotary Foundation Officers Elected for 2017-18

At the March 14 meeting, Madison Rotary Foundation Trustees elected 2017-18 officers as follows:



Dora Zuniga
President



Paul Ranola
Vice President



Joel McNeil
Treasurer



David Duchow
Asst. Treasurer



Pat Jenkins
Secretary

We extend our thanks to each of these members for their willingness to serve as leaders of our Madison Rotary Foundation for one-year terms beginning July 1, 2017.

Connect Our Rotary Scholars to Summer Internships



Our Madison Rotary Foundation names 24 new Rotary scholars each year with four-year scholarship assistance to the schools of their choice. This means that in any given year, we are providing support to 90+ students. The scholarships are provided in thanks to 13 donors who have established funds within our Foundation. Our Rotary scholars all come from low-income families, representing diverse cultures and ethnic backgrounds. Most of our scholars are the first in their families to attend college. Beyond the scholarship support our Rotary scholars receive, many seek summer internships to help them pay for their college expenses. Beginning in 2013, a Rotary Scholar Internship Program was developed to assist our Rotary scholars in connecting to summer internships or other part-time jobs during their college years. [CLICK](#) to view the document that includes a summary listing of current Rotary scholars seeking internships for the

summer of 2017. This document also includes full details from each of these scholar seeking an internship including contact information. Please help us connect Rotary scholars to internships for this summer. If you have any follow-up questions, feel free to contact the Rotary office.



Madison Rotary Foundation Thanks Contributor

The Board of Trustees of the Madison Rotary Foundation appreciates and thanks Rosemarie Blancke for her generous contribution in memory of her husband, Fred Blancke.



Members in the News

- **Juan Lopez, Oscar Mireles and Sandy Morales** were pictured at the Latino Chamber of Commerce of Dane County's Annual Gala on February 25. [TCCH 3/2](#)
- Congratulations to **Jon Rozenfeld** and St. Mary's Hospital on receiving the Truven Health 100 Top Hospitals Award for 2017 in the teaching hospital category. [Beckers Hospital Review 3/6](#)
- **Becky Steinhoff** was interviewed on Channel 3 about the International Women's Day and the Girls Inc. of Greater Madison event that was held on March 8. [3/7](#)
- **Nick and Judy Topitzes** are among five donors who have pledged \$100,000 as matching gifts for a 2017 fundraising campaign at the Overture Center for the Arts. [WSJ 3/14](#)

GET WELL WISHES...Mike Crane is recovering at home from heart bypass surgery. Cards may be sent to Mike at 825 Carina Lane, Madison, WI 53718. We wish Mike a speedy recovery!

OUR SYMPATHIES...Kris Gmur, former member of our Rotary Club, passed away in Geneva, Switzerland, on March 13. We extend our sincere condolences to his family.



Happy Birthday to You!

- **Mar. 19 -- Greg Frank** -- Adm. Date: 4/1/2009 Retail-Services & Products. Food Fight Restaurant Group Former member of club 1995-96 & WT-Middleton 2005-07 PHF
- **Mar. 19 -- Perry Henderson** -- Adm. Date: 3/25/1981 Physician-Retired. Director 1995-97; President 1997-98; District Governor 2002-03; 100% Attendance since 3/25/1981 PHF (10)
- **Mar. 19 -- Dan Larson** -- Adm. Date: 5/6/1998 Financial Institutions-Retired. Treasurer 2003 to date; Director 2008-10 PHF (2)
- **Mar. 19 -- Tim Stadelman** -- Adm. Date: 6/5/2002 Construction. J.H. Findorff & Son Inc. Sgt-at-Arms 2011-12; Director 2012-14; Vice President 2013-14; President 2014-15 PHF (5)
- **Mar. 20 -- Dave Stark** -- Adm. Date: 3/10/1982 Real Estate. Stark Company Realtors Director 1994-96
- **Mar. 21 -- Robyn Kitson** -- Adm. Date: 4/1/2009 Advertising, Publicity & Public Relations. KMI Research, Marketing, Metrics Director 2013-15 PHF (3)
- **Mar. 21 -- Tim Muldowney** -- Adm. Date: 5/3/1995 Law. Godfrey & Kahn S.C. PHF
- **Mar. 23 -- Joan Collins** -- Adm. Date: 11/2/2005 Advertising, Publicity & Public Relations. Joan Collins Publicity, Inc. PHF (2)
- **Mar. 24 -- Regina Millner** -- Adm. Date: 6/15/1994 Consulting. RMM Enterprises, Inc. Sgt.-At-Arms 1996-97. Director 2003-05. President 2006-07. 100% Attendance since 1/2/2003 PHF (10)
- **Mar. 25 -- Jim Christensen** -- Adm. Date: 6/7/2006 Consulting. StatOrg Services, LLC Director 2010-12 Formerly member of Club 1985-1998 PHF
- **Mar. 25 -- Steve Landry** -- Adm. Date: 9/28/2016 Construction. JP Cullen Former member 2009-14

Weekly Statistics

MakeUp Artists

Thennes, Karla at Breakfast 3/6; Neviaser, Ann at Naples, FL 3/10; Tews, Jeff at Puerto Natalie's, Chile 2/12; Silverberg, Joe at South 3/6; Koritzinsky, Allan at Tucson, AZ 3/1 & 3/8; Koritzinsky, Kathy at Tucson, AZ at 3/1 & 3/8; Smith, Larry at West 3/10

Guest List – March 15, 2017

Roberto Michel, Janice Rice & Brian Burns of Program Committee; Judy Miyagawa, Maria Milsted, Sara Goldstein, Len Devaisher & Christian Bahler of Senior Service Committee; David Edinger & Cornelius Gilbert of Wes Sparkman; Dave Gorwitz of Jason Beren; Mike Strigel of Bob Sorge; Glenda Noel-Ney of Roberta Gassman; Paula Panczenko of Joyce Bromley; Danielle Nelson of Carol Goedken; Anna Kaminski of Mark Greene; Susan Enlow of Jack Stevenson; Freya Reeves of Mark Clear

Attendance Record

Date	Total Members	Total Active	Active Attending (incl. make-ups)	Percentage
03/16/2016	509	387	320 (109)	82.69%
03/15/2017	476	348	308 (120)	88.51%