



# The Madison, WI Rotary News for October 20, 2017

a publication of the Rotary Club of Madison

## Upcoming Program at Park Hotel

(unless otherwise noted)

- **November 1**  
**Jeremi Suri**  
*The Impossible Presidency: The Rise and Fall of America's Highest Office*
- **November 8**  
**Richard Pifer**  
*Wisconsin in the First World War*



## October 25 Meeting at Park Hotel Robert Stauss on Cybersecurity: From the Dark Side Into the Light

Join us at the Park Hotel, on Wednesday, October 25, when one of the world's leading experts on technical social engineering, **Robert Stauss**, will make a presentation about cyber techniques designed to inform and to increase our security awareness.

Robert Stauss is a United States Army-trained security expert and ethical hacker. He has written and lectured on the practice and the mitigation of social engineering-based cyber attacks.

His fascination with hacking, computers and telecommunications began in the late 1980s when his grandfather, who was a telecommunications engineer and executive for AT&T and the Bell System, taught him about phone phreaking, a form of phone hacking and exploration of the phone system. Stauss was hooked and became an avid phone phreaker

before the age of 10, building his first blue box in 1988—at age 7. He also enjoyed using his grandfather's lineman's handset to make calls from the telephone cable connection box. This began a life of intellectual challenge and exploration by way of hacking.

Stauss entered the United States Army information technology and security career field in 1998. This experience in government service would train Stauss and serve him well in the future. To this day, he maintains an informal relationship with his former command, participates in security workshops and, and also works with new recruits and their families to help prepare them for entry into Army life.

Stauss is an avid reader and history scholar, with a particular interest in Richard Nixon and the Watergate scandal. He is an alumnus of Valencia College where he studied English. He enjoys travel, fishing and camping.

*To plan for sufficient seating, members bringing guests to our weekly meetings are asked to contact the Rotary office with the number of guests you plan to bring by Tuesday noon ([rotaryoffice@rotarymadison.org](mailto:rotaryoffice@rotarymadison.org) or phone 255-9164).*

## Ten-Year Journey of the Wisconsin Union

Mark Guthrie, Director of the Wisconsin Union at UW-Madison, filled Rotarians in on the 10-year journey of reflection and growth that has resulted in restored, renovated and enhanced facilities for Memorial Union and Union South. He emphasized that the project was “our journey” because there were so many people, including students and many Rotarians, involved in its completion.

The Master Plan for the project was completed in 2004 and announced at the Memorial Union's 75th Anniversary. Two years later a student referendum approved a student fee of \$96 per student per semester in support of the project, and a capital campaign was launched in 2007. Operating revenues will cover the remainder of the \$220 million budget.

In 2012 the Wisconsin Union Theater, Hoofers and Craft Shop facilities were closed. The “saddest period in the Union’s history” was when the Terrace was closed for several months, Guthier said. But now all of these facilities – and more – are open and operating and serving the University community. The crowning event was the recent opening of Alumni Park.

There were three goals for the project: infrastructure improvements to update deteriorating or obsolete facilities and meet new student expectations; increased space for student programming, meeting rooms, food service and production storage; and mission enhancements to serve the entire campus better and re-energize the Union’s status as a membership organization.

The project had a new Design Committee appointed annually, including nine students, two alumni, two faculty and two staff members. The Committee was always led by a student and Guthier himself had just one vote. In addition there were multiple advisory groups to ensure that the new facilities would meet the needs of the community.

The Committee abided by design principles that ensured the buildings will be “people magnets,” will advance student programming, and will be timeless and enduring. They strived for green construction and sustainability. Their goal was to achieve LEED Silver status for both buildings, and the prospects look good. Union South has received LEED Gold status, and they are still awaiting the rating for Memorial Union. In addition, the project aimed at making the buildings complementary of each other and welcoming of all University community members. Finally, they wanted the buildings to tell the story of the Union, student leadership on campus, and the state of Wisconsin.

Goals for ongoing operations are to “make every day an event,” operate according to sustainable principles and build community for the entire campus. The Unions must have a customer-first perspective because they rely on program revenue for their existence.

Guthier closed his presentation with a slide show of the renovated facilities and the many celebrations that marked the Union’s 10-year journey. He invited Rotarians to attend two upcoming events: a November 10 celebration of the Memorial Union being on the National Register of Historic Places and the November 11 re-dedication of the Gold Star Honor Roll.

*Our thanks to Mark Guthier for his presentation and to Andrea Kaminski for preparing this review article. If you missed our meeting this week, you can watch the video [here](#).*



Join Rotarians In Our Rotary District for:

**World Polio Day – Rally and Celebration**

**State Capitol -- State Street steps**

**Tuesday, Oct. 24 – 4:00 to 6:00 pm**

**“Together We Can End Polio Now!”**

*There will be an informal gathering at the Great Dane downtown after the rally.*

Why is this event being held? Rotary District 6250 will host this event to create awareness of Rotary’s impact on the eradication of Polio. Rotary members from our district are among millions reaching out on World Polio Day to raise awareness, funds and support to end polio – a vaccine preventable disease that still threatens children in parts of the world today.

## **Rotary Information Report: Rotary's Negative Campaign Ads**

*Presented by Moses Altsech – Oct. 18, 2017*

In 1942, as World War 2 raged, so did war within our Rotary Club. It was a divided Club, with two political parties that sat in separate ends of the room, led by Louie Gardner and Rube Neckerman. They were involved in a bitter fight over the Sergeant at Arms election, and their campaign ads in the newsletter soon became negative campaign ads. "Beware! Evil! Don't Vote for Louie Gardner's Candidate for Sergeant at Arms," cautioned one of them. When Gardner's party responded with an ad mocking the Neckerman party, the retaliation was both swift and furious: "Whoever saw any of these paid ward heelers occupy a pulpit—or even in church for that matter? Tarring and feathering may be too good!" And the rest of the ad was not as kind as this excerpt; in fact, it was mean enough for the Neckerman party to have published an apology in the next issue of the Rotary News.

But wouldn't you know it... It was all fake news. Yes, the Club was in fact divided into two political parties, but our 220 Rotary members were assigned to a party alphabetically. Each party did have a candidate for Sergeant at Arms, but there wasn't really an election. The campaign went on for four weeks, and the "winner" was determined based on each party's attendance on a specific date—April 30, 1942. The Club was really striving for 100% attendance, and it came awfully close, topping 97% on "election day." That would be equivalent to having almost 460 Rotarians attend one of our meetings today. April 1942 was a difficult time; already the newsletter was listing the Rotarians serving in World War 2, and our first casualty—with many more to come. This light-hearted and welcome distraction was also a great way of increasing member engagement and attendance, 75 years before the McGrath button box challenge.



## I Will Society Event at Madison Club November 15

The Madison Rotary Foundation's "I Will Society" will hold its Second Annual Fall gathering, for cocktails and hors d'oeuvres and a panel discussion. This year's topic is about Annuities and whether they have any place in an estate planning. As there is much confusion and debate about annuities in estate planning, we thought this would be a topic that would be worthy of discussion. **The event will**

**be held on Wednesday, November 15<sup>th</sup>, at the Madison Club starting at 5:30 p.m., and the cost is \$20 per person.**

The "I Will Society" was launched last year in an effort to encourage downtown Rotarians to include the Madison Rotary Foundation in their estate plans. Bequests from members are the principal way in which the Madison Rotary Foundation endowment can grow and continue to do the good work and make the significant contributions to community organizations that it does.

Contact the Rotary office to make a reservation – 608-255-9164 or [rotaryoffice@rotarymadison.org](mailto:rotaryoffice@rotarymadison.org). Thank you.



## Ghana Trip to Visit Signature Project Feb. 17 – March 2

Join Rotary Club of Madison members in Ghana to visit our club's Change HERstory Rotary International Project. Learn about the culture, color and life in Ghana up close from Ghanaians. Travel dates are February 17 - March 2, 2018 – 13 days in Ghana. [CLICK](#) for more details and to get more information about signing up for this trip or contact the Rotary office for the materials (608-255-9164 or [rotaryoffice@rotarymadison.org](mailto:rotaryoffice@rotarymadison.org)).



## Coffee with Donna Oct. 25 at 8 am at Literacy Network

Club President **Donna Hurd** is holding a monthly event to get to know members on the last Wednesday of each month. Mark your calendar for the next one: A coffee event, next Wednesday, October 25, set for 8:00 am at Madison Literacy Network, located at 701 Dane Street. Our thanks to Jeff Burkhart for hosting this event.

If you want to come and have a cup of coffee and get a make-up, plan to attend this 8:00 am session.

This is an opportunity to get to know one another better.



## Community Grant Application Forms Now Available

**Jeff Tews** is chairing our Community Grants Committee this year, and he and his committee want to let members know that the new Rotary Community Grant application form and materials are now available on our website. [CLICK](#) to obtain the information.

We encourage you to think of local non-profits in which you are involved and encourage them to take a look at our application materials to see if it might be a good fit to apply for funding.

The annual grant process timeline is as follows:

- The deadline for submitting grant applications is December 1 to the Rotary office (remind organization representatives of our new address as noted in the letterhead of the application form so they do not deliver it to the wrong address and miss the deadline).

- December 1 through February: A 16-member committee reviews the 100+ applications submitted. This involves a detailed evaluation process with personal visits to a majority of the organizations that have applied and all-day session to develop recommendations.
- Mid-March: The committee's recommendations are reviewed by our Club Board of Directors, and our Madison Rotary Foundation will make final decisions on funding. All organizations are notified about whether or not they received funding immediately following the trustee meeting.

We anticipate awarding approximately \$150,000 in community grants this year. In addition, \$50,000 is being held for a large impact initiative to be launched next year (we have an ad-hoc committee reviewing this topic currently).

The money generated for this grants program comes primarily from our annual fund drive which begins next month, so please be generous in your giving. Many organizations are in need of some extra help, and we can do great things collectively with the money we raise. In addition to the fund drive, 5% of a three-year average of the market value of our General Endowment Fund is used to fund our community grants program.



## 12 Nominees Announced for Club Director 2018-20 Term

This year's **Director Nominating Committee** announces 12 members who have agreed to place their names in nomination for the six openings on our club board of directors for a two-year term starting July 1, 2018. The nominees are: **Herman Baumann, Mary Borland, Mike Casey, Mike Engelberger, Jorge Hidalgo, Andrea Kaminski, Ron Luskin, Mark Moody, Stacy Nemeth, Beth Prochaska, Jeff Tews and Nasra Wehelie.**

Our nominees will be individually introduced at upcoming Rotary luncheons, and photos and biographies of each candidate will appear in our November 3 newsletter.

It is truly an honor for these 12 members to be placed in nomination, and we thank them for allowing their names to be put forward. On November 8, the membership will select six of these leaders as new club directors.

Our club bylaws also provide for the possibility of additional nominations. "Any twenty voting members may nominate an additional candidate or candidates. Such nominations shall be in writing, signed by the members making them and filed with the Secretary at least fourteen days prior to the election" (by October 25).

## Rotary Friendship Exchanges Planned for 2018 to Latvia/Sweden and Argentina



Our Rotary District 6250 Friendship Exchange Committee has arranged an exchange with **Riga, Latvia, and Kalmar, Sweden areas.** We will host a group of 8-10 persons from May 10-24, 2018 and then travel to their District 2410 from August 10-24, 2018. We expect to travel with no more than 10 persons.



Our district has also arranged a second Rotary Friendship Exchange for 2018 **with District 4920 in Argentina.** This is the area just below Buenos Aires, including Mar De Plata, and above Bahia Blanca. We

expect to host a group from June 6-22, so they can attend the International Convention in Toronto directly after visiting us. We will travel to Argentina from November 25-December 8. This exchange will be no larger than 8 persons per group.



## Rotarians Needed for Rotary Youth Exchange Interviews

Our Rotary District 6250 Rotary Youth Exchange Outbound Interviews are taking place on **Sunday, November 5, at The Clarion Hotel in Baraboo.** This is the last round of interviews for our future Rotary Youth Exchange outbound students. If they pass the interviews, they are officially accepted into the Youth Exchange Program for the 2018-19 academic year.

Our Rotary District Youth Exchange Committee is seeking 9 Rotarians to help with interviews on the morning of November 5<sup>th</sup>, starting at 8:00 am and includes lunch. In addition, we need another round of Rotarians to help in the afternoon session which could go until 5 pm. Lunch is included in the afternoon session, too.

If you can volunteer for this panel of Rotarians, contact our Rotary office at 255-1964 or [rotaryoffice@rotarymadison.org](mailto:rotaryoffice@rotarymadison.org).



## Third Annual Past Presidents Dinner Held on October 12

Past club presidents gathered at The Madison Club last week to share a meal and to welcome their newest member, Michelle McGrath, into “the fold.” Pictured here are (Front row from left): Regina Millner, Roth Judd, Michelle McGrath, Rob Stroud and Wes Sparkman; (Back row from left): Jim Ruhly, Dave Ewanowski, Dick Olson, Ted Long, Karl Wellensiek, Renee Moe and Juli Aulik. Our thanks to Karl Wellensiek for organizing this event.



## Report from Tito Acosta

Tito Acosta, our Rotary Youth Exchange student from Peru, shared photos from his home country with members and guests at our Rotary meeting this week. He talked about the four different regions of Peru: 1. The Coast, 2. The Mountains, 3. The Jungle and 4. The Desert. He showed some very beautiful photos of each region. Tito currently attends East High School and his host family is Dea Larson Converse and Alex Converse.

Tito Acosta pictured here in the center with meeting greeters Elaine Mischler and Tom Mooney on October 18.



- **Mike Carlson** was recently interviewed on WPR about land trusts as a popular land preservation option in Wisconsin. [10/11](#)
- **Dawn Crim** was pictured and quoted in an article titled, “Dawn Crim supports students on their way to college.” [TCT 10/11](#)
- **Ted DeDee** announced his retirement as Overture CEO at the end of the 2017-18 season. [WSJ 10/11](#)
- **Jackson Fonder** and **Renee Moe** were quoted in an article titled, “Day center set to ‘make a big difference’.” [WSJ 10/11](#) Jackson was also interviewed on WKOW Channel 27 on opening day at The Beacon. [10/16](#)
- Congratulations to **Andrea Kaminski** who recently received the Linda Sundberg Civil Rights Defender Award at the Community Shares of Wisconsin Changemakers Awards Celebration on [September 27](#). She also announced her retirement from the League of Women Voters of Wisconsin at the end of this year. [Channel 27 10/15](#); [Wisconsin Gazette 10/13](#)
- Congratulations to **Eric Salisbury** who married Emma Starzewski on September 30.
- **Roberta Sladky** was quoted in an article about Olbrich Botanical Gardens adding space to increase efficiency and education uses. [WSJ 10/16](#)

## Look Who's Celebrating a Birthday!



- **Oct. 22 -- Joan Ziegler** -- Adm. Date: 10/07/2015 Professional Design. ZDA Inc.
- **Oct. 24 -- Nate Brand** -- Adm. Date: 02/21/1979 Consulting. Nathan F. Brand Director 1989-91; MRF President 2009-10 & 2010-11 100% attendance since 2/21/1979 PHF (13)
- **Oct. 24 -- Kevin Murray** -- Adm. Date: 10/04/2017 Insurance. Johnson Insurance Services
- **Oct. 28 -- Maria Alvarez Stroud** -- Adm. Date: 03/04/2015 Colleges & Universities-Administration & Support-Retired. Former club member 1987-1994
- **Oct. 28 -- Tom Mooney** -- Adm. Date: 06/03/2009 Community Services. American Red Cross

## Weekly Statistics

### MakeUp Artists

Hidalgo, Jorge at Georgetown, TX 10/13; Bonsett-Veal, John at Oregon 10/17; Clear, Mark at Medford, OR 10/16

### Guest List – Oct. 18, 2017

Susan Dibbell, Kelly DeHaven, Iffat Bhuiyan & Nick Munce of Program Committee; Dea Larsen Converse & Tito Acosta of Rotary Youth Exchange Committee; Damond Boatwright of Wes Sparkman; Mayra Medrano of Nasra Wehelie; Dan Plummer of Jenni Collins; Diane Morganthaler of Deb Archer; Steve Porter of Nino Amato; Willie Larkin of Perry & Virginia Henderson; Carole Trone of Rebecca Larson; John Marszal of Becky Steinhoff

### Attendance Record

Date	Total Members	Total Active	Active Attending (incl. make-ups)	Percentage
10/19/2016	499	382	402 (184)	105.24%
10/18/2017	490	375	385 (147)	102.67%



### Reminder of Meeting Time Change: 12:15 bell rings; End time is 1:10pm

If you prefer to have more social time prior to the start of the business meeting at 12:15pm, we suggest that you plan to come earlier than your normal arrival time.