The Madison, WI Rotary News for February 23, 2018
a publication of the Rotary Club of Madison

Upcoming Program at Park Hotel
(Unless otherwise noted)

- March 7
  Todd Berry
  How State Government and Politics Have Changed and What to Do About It

- March 14
  Shiva Bidar-Sielaff
  Immigrant Journeys: Shaped by Loss, Driven to Give Back

- March 21
  Consul Julian Adem
  NAFTA: Its Past Impact and Current Negotiations with Mexico

February 28 at the Park Hotel

Dr. Ken DeSantes: New Immunotherapy Research for Treating Childhood Cancer

Five years ago “Cancer Immunotherapy” was named the scientific breakthrough of the year by Science magazine. Next Wednesday, February 28, at the Park Hotel, Dr. Ken DeSantes will provide an overview of some of the most exciting innovations in immune-based cancer therapies with a focus on pediatric cancer. New therapies for pediatric oncology patients, either ongoing or under development at American Family Children’s Hospital, will be discussed. Some of these treatments represent “first in human” approaches to fight cancer, which are under investigation only at AFCH, or a very limited number of medical centers.

Dr. DeSantes is the Clinical Director of the Pediatric Hematology/Oncology program, and Director of the Hematopoietic Stem Cell Transplant program at the American Family Children’s Hospital. He also serves as a consultant for Best Doctors® and the Chartwell Medical Advisory Board. He has written six book chapters and has published over 30 research articles. His research interests include the treatment of neuroblastoma and the use of immunotherapy and stem cell transplantation to treat pediatric cancer.

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 (phone 255-9164 or rotaryoffice@rotarymadison.org).

From Washington to Wisconsin

During the February 21 Rotary meeting, we heard from Dr. Jo Handelsman. She spoke to us about her time serving in President Obama’s administration as the Associate Director for Science in the White House Office of Science and Technology Policy (OSTP) in Washington D.C. and her return to Madison to become the Director of the Wisconsin Institute for Discovery at UW-Madison. In Washington D.C., her area included the following:

- Office of Science & Technology Policy
- Science Division
- Levers for Change
- Initiatives, most notably the “Precision Medicine Initiative”

She advised President Obama about science, which he is passionate about; managed science and technology in crises, the Ebola and Zika crises occurred in her 8 years in D.C.; managed her budget; scanned for gaps and opportunities; championed new ideas; increased visibility of science and technology; led committees/task forces (26 agencies were on the Ebola task force!); and recommended candidates for the Presidential Medals for Science and Technology.
Dr. Handelsman stated how fortunate she was to work for and with John Holdren, OSTP Director, and President Obama, given both of them digest information quickly and are able to articulate it in summary form extremely well. She also shared that diversity in the agency was extremely important for better outcomes.

The levers utilized to accomplish advancements included:

• Executive orders
• National monuments
• Proclamations
• Presidential Messages
• Presidential Speeches
• Event Commitments
• Federal Agencies
• Formation of Commissions
• Compelling Arguments + Statute of White House

Regarding the Precision Medicine Initiative: the 21st Cures legislation contained $4.8 billion for this initiative, had bipartisan support and passed both houses in Dec. 2016.

Now at the WI Institute for Discovery (WID), she is able to continue many things she worked on in the White House. WID is currently experimenting with new ways to catalyze interdisciplinary research; generate new research collaborations across campus; and build connections with the State of WI. It is exciting to put the word out to the entire campus to obtain ideas and input on particular issues – it elevates creativity and collaboration!

WID has a “Small World Initiative” course, which is a fusion of research and education to crowdsource antibiotic research in the hopes of discovering more antibiotics. Across the world, 10K students are taking this course and providing research to solve global problems. This includes collecting soil samples in support of developing new antibiotics. Dr. Handelsman encourages us all to visit the WID.

Our thanks to Dr. Jo Handelsman for her presentation and to Mary Borland for preparing this review article. If you missed our meeting this week, you can watch the video here.

Rotary Information Report: The Quick History of Rotary Global Rewards

Presented by Ellis Waller – Feb. 21, 2018

Rotary Global Rewards, the member benefit program that provides value to members and donations for Rotary International, was launched on July 1, 2015. Since then, more than 200,000 unique visits and 51,000 redemptions of offers have been made. The donation that Rotary International receives ranges from 2 to 6%.

Twenty percent of members surveyed indicated that the program was a factor in remaining a member or becoming a member. On November 30, 2017, a new Rotary Global Rewards app was released at no charge for Apple and Android mobile phones.

The three-year pilot program will end this July. The Rotary International Member Benefits Committee will provide a comprehensive report on the program and provide recommendations on the future of the program to the Rotary International board at their April 2018 meeting.

If you have not done so already, go to www.myRotary.org and click on ROTARY GLOBAL REWARDS. Try it on your next purchase at Amazon or any of the thousands of vendors in cities worldwide.

Give it a try, and reward yourself and Rotary International!
18th Annual Ethics Symposium Held Feb. 16 at Monona Terrace: Learning the “Right Way to React”
Submitted by Carole Trone; photos by Margaret Murphy

“Oh, I like your pin!” exclaimed Sun Prairie High School student Thomas Collins. Thomas had interrupted his own polite response to my question about why he had signed up for this year’s Annual Rotary Ethics Symposium. Thomas and more than 200 other fellow high school juniors from 23 area high schools gathered on Friday, February 16, 2018, for the 18th Annual Rotary Ethics Symposium, underwritten by the Madison Rotary Foundation. Thomas and fellow classmate Jacob Monforte readily confirmed that Rotary was a familiar organization to them as they rattled off different community events that they had participated in. The Ethics Symposium, however, drew their particular interest. They jumped at the chance to sign up because it was important to them to learn “the right way to react.” Conversations with many other students that day confirmed that these young people were seeking guidance. No strangers to difficult situations, Friday’s gathering of students from across the Madison area embraced the opportunity to learn more about ethics and from each other.

This year’s Rotary Ethics Symposium chair was Dave Scher, who coordinated the day’s program with the help of 20 fellow Rotarians and the Rotary office staff. For the planning committee, this day was the culmination of months of discussions about the most effective ways to share the Rotary ethical framework through scenarios that were ethically complex and would resonate with high school students. The thoughtful planning paid off. Members of the Edgewood College Theatre Group started the morning by acting out three different ethical dilemmas: 1) a group classroom project where one student slacked off; 2) a dilemma about whether a sports team should kneel during the national anthem; and 3) reporting a felony conviction on a college application form. Many different students shared their responses and judgments to follow-up questions skillfully posed by members of the Edgewood College Theatre Group. Notably, not every comment uniformly confirmed the same judgments, but every comment was met with respect by the large group of peers. Unconditional respect was one of several discussion ground rules outlined in the program and stressed by the Rotary facilitators, and students readily complied.

Students buzzed with conversation as they left this large gathering and regrouped for the next three sessions. For the remainder of the morning, students gathered in smaller groups of about 18-20 students for about 55 minutes per session to explore and discuss three different dilemmas: 1) a sexting scenario; 2) a student–teacher equality ratio policy; and 3) the ethics of taxing soda and sugary drinks. Students worked through the dimensions of each dilemma by applying the Rotary framework for Ethical Decision-Making:

- Recognize an Ethical Issue
- Obtain Information about the situation
- Test Alternative Actions
- Act Consistently
- Reflect on your Decision After Acting
- Yield on your Ethical Judgments
The planning committee strategically assigned students to specific sessions in order to connect as many different students from different schools as possible. “Mixing it up” proved to bring one of the most valued dimensions of the day. Megan Andrews of Middleton High School shared that this was her second year of participating because of scheduling conflict for a junior who was unable to attend last year. Megan sought out the chance to attend this year because she found the mix of other ideas from other students to be so insightful. Other students I talked to also felt that the new connection to students from other schools was a highlight of the day. These students craved the chance to learn more about other schools and students who were so close and yet completely unknown to them. One Monona Grove High School student marveled that it was the Symposium that actually connected her to a rich conversation with a La Follette student, “and we’re just down the road from each other!”

Building stronger relationships in our community is at the core of Rotary and so it’s not surprising that the Ethics Symposium has attracted many faithful Rotarian volunteers over the years. Rotary member Karla Thennes laughed when I asked her why she volunteered. “Well, last year a member of my Porchlight board suggested that I participate, but after that first year I didn’t need any nudging. The kids are amazing! I don’t remember being challenged like this when I was in school. The students who gather here are leaders—you see a real overlap between the students here at the Symposium and the students who are awarded Rotary scholarships.”

Fellow Rotarian Stacy Nemeth agreed. Stacy has volunteered for at least the past eight years of the Symposium, adding that “it’s my favorite Rotarian day of the year.” Stacy has chaired the committee in the past and served this year as a session facilitator with Karla. It’s a big time commitment on a weekday, but with rewards that are so much greater. “You hear so many negatives about today’s youth but then you come here and realize that we’re all going to be fine with these students in charge.” Stacy also observed that it’s a one-day event that returns so much throughout Dane County. “These students go back to their schools with this new knowledge and they share it with their classmates. It’s such a valuable and unique contribution that Rotary brings to the schools.”

Lunchtime conversations confirmed Stacy’s point. Students from several participating high schools noted that they had no opportunities to have these kinds of discussions in their busy school lives. They valued the time to reflect and also the time to talk and learn from each other. Rotarian Michelle McGrath’s post-lunch invitation for students to share what they learned readily confirmed how much students gained from the day. Dozens of students shared comments like, “I learned that there’s a lot more to consider than your gut,” and “Sometimes what is easy to do is not always right.” With cell phones in remarkably little use at any point during the day, it was clear that students were hungry for this kind of engagement.
February is World Understanding Month in Rotary

The first meeting of Rotary was held on February 23, 1905, in Chicago, Illinois, and was organized by our founder, Paul Harris. **February is now designated World Understanding Month in Rotary**, and it is a chance for each Rotary Club to reflect on goodwill, peace and understanding among people of the world.

News From Our Rotarians Visiting Project Site in Ghana

Our Rotary Group arrived in Ghana on Sunday, February 18th. Ted Ballweg and his wife, Joan; Christine Beatty; Joyce Bromley; Greg Frank and his wife, Jayme; Kip Frautschi, Marci Henderson and Mary O'Brien, along with Mary Crave of the UW-Extension who is leading the group, will be touring schools involved in our Change HERstory project between now and when they return to Madison on March 2.

Joyce Bromley sent us the following summary on February 20th: “Our true entry to Ghana on Sunday was through the mass transportation network at the local outdoor market where vendors patterns of display were richly colored fabric, multiple layers of scents, and ambitious vendors anxious for a sale. Dennis at Days for Girls was delighted to welcome our group and to show us the manufacturing process of the medical sanitation kits. Four women were at sewing machines and a young male college student was cutting the forms. On Tuesday, we visited Challenging Heights which is an NGO that Madison’s Hovde Foundation helps support, and this enlightened us in the slave trade in Ghana.”

We look forward to more updates to share next week.

Coffee With Donna Feb. 28 at 8:00 am at Park Hotel

Do you need an easy way to receive a make-up for a missed meeting? Attend the next Coffee with President Donna set for Wednesday, February 28th, at 8:00 am in The Post at the Park Hotel.

Volunteer Opportunity: Sunday, March 11, 1-3 pm – Ronald McDonald House

Our Community Projects Committee invites Rotarians to join them for a volunteer event at Ronald McDonald House on **Sunday, March 11, 2018, from 1:00 - 3:00 pm**. We will ask each of our volunteers to bring ingredients to prepare their own casserole in the Ronald McDonald Kitchen. Our goal will be to prepare casseroles for the freezer that will to serve family members who are staying at Ronald McDonald House. We can accommodate up to 12 volunteers for this event. To **sign-up to volunteer for this event, contact the Rotary office by March 6 at 608-255-9164 or rotaryoffice@rotarymadison.org**. Indicate the total number of volunteers you will bring. We will contact you with confirmation details, including the type of casserole ingredients you can bring along for our casserole preparation.
Members in the News

- **Moses Altsech** was interviewed on WISC TV Channel 3 about “Wall Street correction: What should you do?” 2/9
- **Kaleem Caire, Perry & Virginia Henderson** and **Floyd Rose** were pictured in Madison.com’s video titled, “Celebrate Black History Month in Madison.” 2/14

**Our Sympathies…**
Former member **Brian Mullins**, passed away on February 17. He was a member of the Mullins Family that owns the Park Hotel. We extend our deepest sympathies to his wife, Pam, his brother, Brad, who is a member of our club, and to the entire Mullins family.

**Happy Birthday to You!**
- **Feb. 25 -- Dennis Cooley** -- Adm. Date: 01/04/2017  Engineering. Strand Associates, Inc.  Former member at Onalaska 1990-91
- **Feb. 25 -- Bill Muehl** -- Adm. Date: 02/12/1975  Commercial Services & Products-Retired.  Acrylicraft PHF (2)
- **Feb. 29 -- Sandy Gehler** -- Adm. Date: 05/01/2013  Brokerage & Investments.  Robert W. Baird & Co.
- **Mar. 1 -- Eli Van Camp** -- Adm. Date: 05/03/2017  Law.  DeWitt Ross & Stevens
- **Mar. 1 -- Larry Zanoni** -- Adm. Date: 11/06/1991  Insurance-Retired.  Director 2010-12 PHF
- **Mar. 3 -- Kevin Piette** -- Adm. Date: 02/09/2011  Financial Institutions.  State Bank of Cross Plains

**Weekly Statistics**

**MakeUp Artists**
Bonsett-Veal, John at Oregon 2/13 & 2/20; Ewanowski, Dave at Jackson, WY 2/15; Neviaser, Ann at Naples, FL 2/9; Shannahan, Glenna at Palm Desert, CA 2/13

**Guest List – Feb. 21, 2018**
Tim Hatch of Eric Salisbury; Walter Stewart of Melanie Ramey; Bradley Schwartz of Regina Millner; Hank Weiss of Paul Riehemann; Susan Crawford of Roberta Gassman

**Attendance Record**

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