



The Madison, WI Rotary News for Sept. 7, 2018

a publication of the Rotary Club of Madison

September 12 Rotary Meeting at Park Hotel Dr. Vincent Cryns to Discuss Wisconsin Obesity Prevention Initiative

The growing obesity epidemic is perhaps the greatest challenge to global health facing us in the coming years. In Wisconsin, 15% of children and 41% of adults are obese. Obesity is associated with a number of deadly diseases such as diabetes, heart disease and cancer. Join us next week, September 12, at the Park Hotel when guest speaker **Dr. Vincent Cryns** will talk about the Wisconsin Obesity Prevention Initiative as a multidisciplinary community-academic partnership aimed at making our neighborhoods healthier for everyone to fight the obesity epidemic.



Dr. Cryns, is the Marian A. and Rodney P. Burgenske Chair and Chief, Division of Endocrinology, Diabetes & Metabolism at the University of Wisconsin School of Medicine and Public Health. He received his bachelor's and medical degrees from Harvard and did subspecialty training in endocrinology at Massachusetts General Hospital. Before coming to Madison in 2011, Dr. Cryns was a Professor of Medicine at Northwestern University's Feinberg School of Medicine.

He is deeply committed to developing health care systems and community strategies to prevent obesity and obesity-related diseases through exercise, diet and public advocacy.

In his free time, he is a passionate outdoorsman who enjoys hiking, sailing and fly fishing.

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 or phone 255-9164).

StartingBlock: Imagine the Opportunity

Chandra Miller Fienen, Director of Operations & Programs at StartingBlock Madison, spoke to Downtown Rotary about what StartingBlock is and how it helps support and foster innovation entrepreneurs.

Recently opened in June 2018, StartingBlock Madison is supported by Madison Gas & Electric, American Family Insurance and the City of Madison. In collaboration with the University of Wisconsin, StartingBlock Madison seeks to launch early-stage companies by creating a home base for innovation entrepreneurs. Resources provided include affordable and flexible workspace, speakers on relevant topics, introduction to the startup scene, mentorships, and refining sales and marketing messages.

StartingBlock also helps fledgling companies grow by assisting with finding talent through an onsite recruiter, matching students for internships and paid positions, connecting with professional advisors and mentors, and workshops on financing

Upcoming Programs at Park Hotel

(unless otherwise noted)

- **September 19**
25 Years of Great Music with **John DeMain** (**CONCOURSE HOTEL**)
- **September 26**
Michael Schuler
Toxic Talk – Is There an Antidote?
- **October 3**
Rotary Int'l General Secretary John Hewko

and operating a business. There are currently 20 companies, 7 partner organizations, and two venture capital funds involved with StartingBlock.

Innovation is further fostered by showcasing new ideas, collaboration with members of StartingBlock, connecting with investors and advisors, and working with experienced entrepreneurs to bring ideas to reality.

Last, StartingBlock seeks to cultivate a sense of giving back by encouraging supportive practices for employees and the community, staying in Madison once they are successful, and having a positive social conscience and impact. Summing it all up, StartingBlock Madison's vision statement is: Creating intersections that cultivate entrepreneurs, build innovative companies, and drive ideas into reality.

Our thanks to Chandra Miller Fienen for speaking to our club and to Kevin Hoffman for preparing this review article. If you missed our meeting this week, you can watch the video here: <https://youtu.be/xut9mBViqz0>.

Meet Our New Members



Kathleen M. Blumreich has been loaned the classification of Financial Institutions and is vice president of business services and executive banking at Monona Bank. She was born in Tigerton, Wisconsin, and came to Madison last year. Kathy lives on Bear Claw Way and has 2 adult children. She is a former Rotarian in Neenah, where she participated in numerous community volunteering activities. Kathy enjoys travel, golf and walking. Her sponsors are Paul Hoffmann and Becky Steinhoff.



Ernest W. Stetenfeld has been loaned the classification of Community Services and is CEO for the District Council of Madison, Inc., Society of St. Vincent de Paul. He was born in Berwyn, Illinois, and came to Madison from Chicago in 1984. He and his wife, Elizabeth Richards Stetenfeld, live in McFarland on Rustling Oaks Lane and have 2 adult children. Ernie attended Northwestern University where he earned a Bachelor's degree in history and literature of religions and anthropology. He also earned a Master's degree in journalism and mass communication from Drake University. Last year, he received the BeSafe Founder's Award from Safe Communities and the Leadership Award from Catholic Charities Madison in 2016 among other numerous awards for outstanding community service. Ernie volunteers for the community meal program at Luke House, serves on the Safe Communities Board and on the Wisconsin Safety Belt Coalition. He is a member of the Wisconsin Driver & Traffic Safety Education Association, the Transportation Development Association of Wisconsin and the Wisconsin Public Relations Forum. His favorite pastimes include hiking, fishkeeping and keeping aging vehicles running. His sponsors are Cheryl Wittke and Charles McLimans.



Annual Swarsensky Humanitarian Award Nominations Due Oct. 1 Downtown Rotary Announces Nominations for Club's Prestigious Manfred E. Swarsensky Humanitarian Service Award & \$2500 Grant: Due to Rotary office on Oct. 1 2018; to be presented at club luncheon this November

The Rotary Club of Madison, also known as Downtown Rotary, has announced that nominations for its prestigious annual Manfred E. Swarsensky Humanitarian Service Award are now being accepted.

Rabbi Swarsensky was a beloved member of Downtown Rotary for 22 years, served as rabbi of Madison's Temple Beth El and on the faculty of Edgewood College. He died in 1981 at the age of 75. Inspired by his remarkable life, the club established the award in 1982 to honor his memory. Its purpose is to identify and honor individuals who have, through their voluntary efforts, made a particularly outstanding contribution to humanitarian service in the greater Madison community and beyond, in the tradition so well exemplified by Rabbi Swarsensky. The award recognizes individuals who have demonstrated a broad community interest as advanced by the rabbi, whether through a single community agency or service, or many. The club seeks nominees who, like Rabbi Swarsensky, have helped build bridges and sought reconciliation between groups and individuals.

The award will be presented at a Wednesday luncheon meeting of the club's large membership this November and will include a \$2500 grant to one or more of the charitable organizations in the greater Madison area selected by the awardee.

RABBI MANFRED SWARSENSKY: LIFELONG HUMANITARIAN: Born in Prussia in 1906, Manfred Swarsensky was a young rabbi known for his brilliant sermons at one of Berlin's leading synagogues when the Nazis burned it down, as they did most Jewish institutions and businesses, and imprisoned him in a concentration camp in 1938. After most of his family perished in the Holocaust, he settled in Madison to lead the then new Temple Beth El. Rather than retreat into bitterness, he dedicated the rest of his life to peacemaking, forgiveness and building bridges. "The power of love is stronger and more enduring than the forces of hate," said Rabbi Swarsensky.

Rabbi Swarsensky's life is a testimony to what one person can do to better the lives of others. He was known statewide for his commitments to social justice, civil rights, religious tolerance, inter-faith dialogue and furthering forgiveness and reconciliation.

His funeral was attended by hundreds from Madison and beyond. Both of Madison's daily newspapers ran editorials and numerous news stories praising his life. Sermons in his memory were delivered at numerous churches across the city. *The Capital Times* called him, "a voice of conscience." The *Wisconsin State Journal*, calling him "a symbol of tolerance," said, "he vaulted the barriers of faith, of class, of age, of any and all bias to help others."

To learn more about Rabbi Swarsensky and to prepare the strongest submission possible, nominators are encouraged to watch this award-winning 9-minute video about his life and work which may be found online on YouTube at:

<https://www.youtube.com/watch?v=51xmORreEUs>

The award nomination form is located on our website:

<https://rotarymadison.org/wp-content/forms/Swarsensky%20Nomination%20FILL%20IN%20Form%202018.docx>

Completed forms are due by Oct. 1, 2018, to Rotary Club of Madison's office.

New Website Launched



Our club has a new website! Click on the following link and see what is new:

www.rotarymadison.org. Among the new features is an online calendar. Note that while all upcoming programs are listed on the calendar on the home page, you need to log into the members only section in order to view the full calendar of upcoming events.

We still have a few modifications to make over the next few weeks. Please send an email to the Rotary office at rotaryoffice@rotarymadison.org if you have thoughts/suggestions on additions to our new website.



Members in the News

- **Sharyl Kato** was interviewed by Leigh Mills on NBC Channel 15 on August 30 about Rainbow Project's 38th year of celebrating service to the Madison Dane County community.
- **Oscar Mireles** was quoted in an *Isthmus* article titled, "[Creating Mural Alley.](#)" 8/23 He also wrote an article for the *Isthmus* titled, "[Facing Racism.](#)" 8/23
- **Sandy Morales** wrote an article for *Madison Magazine's* column, "Dispatch: Spectrum Voices," called, "Building Networks: How a Latina found a way to connect in Madison and became a leader of a local nonprofit." Sept 18



OUR SYMPATHIES... Mike Crane's mother, Rhoda Mae Robertson Edwards, passed away on September 2. We extend our condolences to Mike and to his family.



Happy Birthday!

- **Sept. 9 -- Melinda Heinritz** -- Adm. Date: 05/03/2017 Foundations. Foundation for Madison's Public Schools
- **Sept. 9 -- Shandowlyon Hendricks-Williams** -- Adm. Date: 12/06/2017 Government-State. Wisconsin Dept of Public Instruction
- **Sept. 9 -- Mike Wilson** -- Adm. Date: 09/09/1987 Physician-Retired. Director 1996-98; 100% Attendance since 7/1/1995 PHF (11)
- **Sept. 10 -- Dawn Berney** -- Adm. Date: 05/03/2017 Community Services. Jewish Social Services
- **Sept. 13 -- Tom DeChant** -- Adm. Date: 10/03/2012 Consulting-Retired. PHF
- **Sept. 14 -- Stan Kitson** -- Adm. Date: 09/04/2013 Advertising, Publicity & Public Relations. KMI Research, Marketing, Metrics Director 2017-19
- **Sept. 15 -- Tammy Thayer** -- Adm. Date: 12/02/2015 Foundations. Madison College Foundation

Weekly Statistics

MakeUp Artists

Brown, Ellsworth at Kalmar, Sweden 8/20-8/21 & at Riga, Latvia 8/13- 8/15; Cummings, Nelson at Oregon 8/4; Franzen, Mike at Horizons 8/28; Frautschi, Kip at Houston, TX 8/30; Kazamias, Valerie at Athens, Greece 7/24, 7/31, 8/7, 8/14, 8/21 & 8/28; Sladky, Roberta at Jerusalem, Israel 8/22; Stadelman, Tim at South 8/27; Thain, Jerry at WT-Middleton 8/31; Wilson, Mike at Horizons 8/28; Yuska, Ken at Kalmar, Sweden 8/20-8/21 & at Riga, Latvia 8/13-8/15

Guest List for Sept. 5, 2018

Jo Oyama Miller, Pam Christenson & Scott Resnick of Program Committee; Danielle Nelson of Rotaract Advisory Committee; Francesca Rodriguez of Jenni Collins; Al Steinhauer of Susan Schmitz; Peter Gunder of Renee Moe; George Austin & Jack Salzwedel of Martha Vukelich-Austin; Ryan Kupres of Scott Haumersen; Jason Mayer of Renee Frank; John Friar of Gini Hendrickson

Attendance Record

Date	Total Members	Total Active	Active Attending (incl. make-ups)	Percentage
09/06/2017	485	369	336 (93)	91.06%
09/05/2018	480	355	332 (117)	93.52%