



RIB

January 15, 2007

The Rotary Club of Bloomington Noon

Weekly Meetings

12:00 Noon

Mondays

Airport Hilton
Hotel

Mission

An organization of leaders working together to make a difference in our community and the world.

The Rotary Club of Bloomington Noon

President: Diann Kirby
Pres Elect: Don Stiles
Vice Pres: Carolyn Pratt
Secretary: Karyn Arazi
Treasurer: Brett McMahon
Past Pres: John Swaney
Dist Gov: Rod Shilkrot
Sgt in Arms: Rick Sitek
Exec Sec: Kathy Koehler
Directors: Adam Johnston, Dave Senness, Lori Nelson, Mark Bosch, LuAnn Paulet, Mark Bellestri, Laura Bjorgo, Terry Stirewalt, and Dave Walock

Next Week's Program

"Are We There Yet" Guest: Steven J. Frank, President and CEO, AAA Minneapolis

Headquartered in St. Louis Park with seven branch offices, AAA Minneapolis is a full service automotive, travel, insurance and financial service organization. They serve over 180,000 members and the public throughout Hennepin County. AAA Minneapolis is a member of AAA National, an association of independent, not-for-profit membership organizations in the United States (AAA) and Canada (CAA).



Steven J. Frank has served AAA since 1974. He became President and CEO in 1997. He is also Director and Chair of Midwest Auto Clubs LLC. He received his BA in Political Science from Concordia College and his MA in Business Administration from the Carlson School of Management. He and his wife have three children and live in Edina.

AAA is more than just a travel and emergency assistance organization. Join us for this inside look at AAA.

This Week's Program

"Rotary District 5950 Blue Ribbon Task Force on Respect"
Rotarian Phyllis Karasov

In 2006, District 5950 Governor Dan Barnett commissioned an eight member Blue Ribbon Task Force on Respectful Behaviors to develop proactive respect guidelines for Rotary clubs and their members and identify reactive resolution procedures in the event respect concerns do arise. Bloomington Rotarian, Phyllis Karasov served on this panel and presented to us a quick overview of their findings and recommendations.

Diversity in a Rotary club makes a better club. One goal of a Rotary club is to represent their community in all its physical and cultural differences. Diversity is what shapes our experiences. Within 20 years it is expected that in the United States, our population will be a mix of 13% White, 18% Black, 22% Hispanic, and 47% Asian. And, it was just 20 years ago that Rotary began allowing women into its membership.



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January Birthdays

02 Marcy Gerdin
02 Adam Johnston
08 Wally Neal
16 Arlene Axelson
19 Dana House
27 Dick Russell

January Anniversaries

01 Marty Chorzempa 2 yr
01 Dick Herberg 17 yrs
01 Dick Russell 36 yrs
01 Dick Smith 24 yrs
05 Chris Schadow 19 yrs
11 Nick Basil 24 yrs
11 Jack Carlson 35 yrs
16 Mike Fewer 17 yrs
16 John Houle 17 yrs
18 Tim Culver 2 yrs
26 Lee Helms 19 yrs
28 Larry Lee 15 yrs

Greeter Schedule

Jan. 8: Jack Bouquet
Jan. 15: David Senness
Jan. 22: Dan Jordan
Jan. 29: David Pederson

"Blue Ribbon Task Force" continued:

Our club has been using one of the Task Force's recommendations for the past several weeks: We are using the new Invocation Book. As we become more diverse, we are bringing other religions and other cultures into our group. The task force is recommending that we also look at other areas of cultural and respectful differences such as dietary restrictions and physical appearance and abilities. Menu, club activities, and social behaviors such as appropriateness of jokes should be considered. A final recommendation from the task force asks each club to appoint someone within the club to whom one could go if disrespectful behavior is taking place.

Sunshine

Congratulations to **Adam Bengtson, IOM**, who just graduated a four year program with the Institute for Organization Management in Tucson, AZ. This program is sponsored by the US Chamber of Commerce and signifies additional accreditation in his field. We share your pride in this accomplishment, Adam.

Remember the retirement reception for **Jim Truax** on Thursday, Jan. 18 from 2 - 4 p.m. at Bloomington Civic Plaza. **See Page 8 RIB** for invitation.

Dr. David Simmer continues to accept sponsorship of his "Climb For A Cure" to be held Saturday, Feb 10th at the IDS Center for the Cystic Fibrosis Foundation. Info: <http://mellinchirocare.com/blog/events/2007/climb-for-a-cure>

Visitors and Guests

Linda Zinter, Guest of Adam Johnston, Legal Business, Bloomington, MN

Kirk J. Besse, Guest of Adam Johnston, Education, Mound, MN

Ed Ries, Guest of Adam Bengtson, Human Resources

Seth Ryan, Guest of Carolyn Pratt, Grand Lodge, Sales Director, Bloomington

Newton Kirby, Guest and son of Diann Kirby, Student

Name That Rotarian

This Rotarian was born and raised near Lake Harriet in Minneapolis after his parents moved here from Idaho. He was already working at the age of 12 selling kitchen blackboards door-to-door. This entrepreneurial spirit served him well following graduation from the University of Minnesota with a B.A. in journalism. After working as a reporter for newspapers in Mankato and Williston, SD, this Rotarian later became owner of his own communications firm. He joined Rotary in 1984 and his journalism background made him a natural for RIB editor. He and his wife of more than 50 years have two sons and live in Bloomington.

Is it?

a) Wally Neal b) Dick Young c) Ken Nordlie d) Jack Carlson

See page 4 RIB

Rotary
Membership
YOU
Make the
Difference!

Every Rotarian has the privilege and obligation to seek qualified members. In this way, all club members can help their clubs achieve a full representation of the business and professional life of the community. Membership is the means to accomplish Rotary's mission and goal.

Do you know someone who would make a great Rotarian? Ask them to visit. The first visit for any prospective member is always on the club.

MBEA Ethics Awards

YOU can nominate a business for the Minnesota Business Ethics Award that you believe exemplifies and promotes ethical conduct for the benefit of the workplace, the marketplace, the environment and the community. **Deadline for a nomination is January 31, 2007.** Simply complete the one page **Call for Nominations** form and fax or mail it. **See pages 5 and 6 RIB** for Nomination Form and FAQ's.

There are three categories of awards, so any size company may qualify. A nominated company will receive a more extensive application that they complete if they wish to be considered. All Area 3 Rotary Clubs are participating.

President's Column

Diann Kirby

Last week, I mentioned in my column that the Board of Directors recently had a lively discussion on membership. The discussion was prompted by the pending move to Rotary International's Club Leadership Plan, which elevates membership to a major standing committee in the structure of Rotary clubs.

Currently, our club has 85 members. In our discussion, the board agreed that this number works well for our club because it's large enough to accomplish extraordinary things while small enough that everyone can get to know each other. In terms of recruiting new members, time and money were identified as the two key barriers that we still have to overcome. The board noted that a mentoring system would help new members become educated and involved in club activities more quickly. It was also pointed out that it would be helpful to have a one-page handout on our charitable partners for prospective and current members. Our Membership Committee is already working on these suggestions, as well as a prospective and new member event later this Rotary year.



Extraordinary People Doing Extraordinary Things!

Rotary International

YOU ARE INVITED

HAITI "Safe Water Plus" PROJECT UPDATE

When: Tuesday, January 23, 2007

Where: Eden Prairie Government Center, 8080 Mitchell Road, Eden Prairie
952-949-8300 (Do not confuse with the Community Center on Valley View)

Time: 4:00 to 6:00 PM - Bring a Friend

This is a great opportunity to meet leaders of the project; learn about upcoming volunteer trips, or volunteer to serve. For whatever time you can spend, join the group. Please RSVP Ron Axel H: 763-557-8636 E-mail: ronald9494@aol.com

The 4-Way Test

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

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STRIVE

Mock Interviews with our **STRIVE** students will be held on Wednesday, January 31st. **20 Rotarian volunteers** are needed to provide one on one interviews with the students. Location: Kennedy High School Time: 7:45 AM to 8:30 AM

Sign up with Gigi Brecht, gladys_brecht@acordia.com or Lee Helms

See **Page 7 RIB** for full announcement and information.

Upcoming Meetings

January 22: “**Are We There Yet?**” Steve Frank, President AAA Minneapolis

January 29: **Meals on Wheels**, 11:00 AM Meet at St. Stephen’s Church

February 5: “**Update on MOA Phase II**” Clark Arneson, City of Bloomington and Bill Griffiths, MOA Attorney

February 12:

Calendar of Events

January 20: Mid-Term District 5950 Assembly, St. Cloud, MN

January 29: Meals on Wheels, Rotary members deliver meals today! Mark your calendar. We start early as we pick up meals at 11:00 AM for our deliveries.

January 31: STRIVE Mock Job Interview (with Rotarians...you are needed!)

March 28: “State of the City” Address, Airport Hilton Hotel, 494 & 34th Ave.

April 26-28, 2007: Rotary District 5950 Conference

May 10: MBEA Business Ethics Awards, No Meeting May 7th

May 19: District 5950 Assembly, Club officer and Board member training.

June 17-20, 2007: RI Convention in Salt Lake City, Utah

Rotary Information

Bloomington Noon Rotary
www.bloomingtonrotarymn.org

Rotary International
www.rotary.org

Rotary District 5950

www.rotary5950.org

Meeting Make-ups

http://www.rotary5950.org/where_meet.html

Rotary on Bloomington Cable, Channel 14:

“**Filtering Air for a Cleaner World**” **Bill Cook, CEO Donaldson Company**

Tuesday, January 30, 2007 11:00 PM

Wednesday, January 31, 2007 5:00 AM, 11:00 AM, 5:00 PM

Thursday, February 1, 2007 10:00 PM

Friday, February 2, 2007 4:00 AM, 10:00 AM, 4:00 PM

Name That Rotarian: (a) Wally Neal



Call for Nominations

2007 Minnesota Business Ethics Award™

The Twin Cities Chapter of the Society of Financial Service Professionals, the Center for Ethical Business Cultures® at the University of St. Thomas and the Rotary Club of Edina *Call for Nominations* for the 2007 Minnesota Business Ethics Award™ (MBEA). **Nominations will close on Wednesday, 31 January 2007.** Nominated companies will be asked to complete and return an Entry Form by **Thursday, 12 April 2007.** MBEA recipients will be recognized at a spring **Awards Luncheon** preceded by the **MBEA Educational Forum.**
To register for either event, contact the individuals identified below.

Type or Print Information

Company Name _____

Street Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____ Email _____

Company Contact (Please be sure this person is in charge of completing the MBEA Entry Form.)

Category (Circle One): **Small** (Under 100 Employees) **Medium** (100–500 Employees) **Large** (Over 500 Employees)

Nominator's Name _____

Nominator's Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____ Email _____

Describe briefly the actions or activities which lead you to nominate this company. _____

Mailing Instructions: Please mail or fax this form for receipt no later than 31 January 2007.

Mail: MBEA % SFSP Twin Cities Chapter
2697 East County Road E, Suite 282
White Bear Lake 55110

Fax: 651-344-3529

Questions??? Call Jim Christian 952-898-3060 or Bob Shoemake 651-962-4127 or visit www.sfsptwincities.org



What is MBEA?

The Minnesota Business Ethics Award (MBEA) is an award given annually since 1999 to recognize MN businesses that exemplify and promote ethical conduct for the benefit of the workplace, the marketplace, the environment and the community.

Why is Rotary involved?

Edina Rotary became involved as a cosponsor in 2005 because MBEA helps spotlight our Rotary ideals of “**encouraging high ethical standards in all vocations**” and “**high ethical standards in business and professions**” in our **Object of Rotary**.

PDG Dan Barnett emphasized his commitment to these ideals in 2005-6 by creating an **Ethics and Citizenship Committee** and encouraging D5950 Rotarians to participate in the MBEA program. DG Rod Shilkrot has affirmed his commitment again in 2006-7. Bloomington Daymaker Rotarian Jeff Meacham is serving as Chair again this year.

How are Area 3 Rotary clubs involved?

We are encouraging Area 3 Rotarians to participate in the 2007 MBEA program in three ways:

- Submit nominations for MN based companies for the 2007 awards. The deadline for nominations is **January 31, 2007**.
- Encourage all Area 3 club members to attend the MBEA luncheon on **May 10, 2007**, at the Bloomington Sheraton Hotel. To do this, we are asking all Area 3 clubs to make the May 10 luncheon their club meeting that week.
- Invite Area 3 club members to serve as judges in judging the submitted entrees. This occurs during April 2007.

Who can be nominated for the MBEA?

There are 3 categories of awards – small companies (under 100 employees), medium size (100 – 500 employees), and large companies (over 500 employees). Any MN company can be nominated.

How do I nominate a company?

Simply complete the one-page **Call for Nominations** form and fax or mail it.

That’s it – no need to talk to the nominated company nor provide any additional information. Nominated companies are then sent an application. It is their responsibility to complete and submit the application.

What happens to companies who are nominated?

Those who apply for the award are screened by a preliminary judging panel. A final judging panel then screens finalists and selects the winners. The winners are announced at the awards luncheon on May 10.

What criteria are used in judging applicants?

Applicants are judged on their demonstrated and documented commitment to on-going ethical conduct with their customers, employees and communities. This is determined from the application and supporting documents submitted with the application.

What can I do to participate in MBEA?

- Nominate a company by **January 31** that you think qualifies for consideration
 - Plan to attend the MBEA luncheon on **May 10** at the Sheraton Bloomington Hotel
 - Encourage fellow Rotarians to do the same
-

The STRIVE program is gearing up for the Mock Interview to be held at Kennedy High School on Wednesday, January 31st at 7:45 to 8:30 AM in the Beacon Room.

The morning agenda is as follows: (times are approximate)

- 1.) 7:50-8:00 AM - Mock Interview Demonstration with Terry Stirewalt and a STRIVE student.
- 2.) 8:00-8:10 AM - Question/Answer analysis of the interview.
- 3.) 8:10-8:25 AM - Break into One-on-One/One-on-Two with Rotary Mentor for a Personalized Interview with student.

This is a practical component of the STRIVE program. We have hopes that students will continue their education after graduation, however, the usefulness of this particular process will carrier over into each students life from here on after. It is with this intention that we are asking for your assistance on the morning of January 31st for the One-on-One or Two-on-One interviews. To assist you, we will have a list of questions made up before hand. I have attached a "sample" of a few questions.

Please lend your professionalism to this great experience. Let me know by Wednesday, January 17th (via e-mail) if you will be able to assist.

With appreciation,

Gigi

Gladys Brecht, CIC, CLCS

Vice President

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952-563-9539 Fax

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INTERVIEW QUESTIONS:

Tell me about yourself.

What are 3 words that best describe you and why?

What is your biggest weakness?

Do you prefer to work by yourself or with others?

What experience(s) in your life made you want to choose this career?

What are your hobbies?

What salary are you expecting to get paid?

Tell me about one of the most difficult decisions you have ever had to make and what was the result of that decision?

What is the most important thing you have learned about yourself by being in the internship program in high school?

What motivates you?

Why should we hire you for this job rather than anyone else?

What is the biggest mistake you have ever made and what did you learn from it?

What would a previous employer or teacher say about you?

What have you learned from previous job or volunteer experiences?

Tell me about your computer knowledge or experience.

All Rotarians are Invited:

JIM TRUAX RETIREMENT PARTY



After 36 years with the City, Jim is leaving to enjoy a more leisurely lifestyle. Please join us to celebrate his work and retirement from the City.

Thursday, January 18

2 - 4 p.m.

Civic Plaza Rehearsal Hall



Remember working with the guy on the left? Then you have worked for the City a loooooong time. This perceptive young man is Community Services Director Jim Truax circa 1974.