



RIB

January 28, 2008

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.

2007-2008 Officers:

President:
Don Stiles
952-941-7380
Stiles.Don@gmail.com

President Elect:
Carolyn Pratt

Vice President:
Adam Johnston

Secretary-Treasurer:
Brett McMahon

Past President:
Diann Kirby

District Governor:
Tammy Laurent

Sergeant at Arms:
Brian Emerson

Exec Secretary:
Kathy Koehler
952-837-1111

Kkoehler53@frontier.net

Directors: LuAnn Paulet, Dave Walock, Phyllis Karasov, Mark Bosch, Lori Nelson, Terry Stirewalt, Karyn Arazi, Colin Evenson, and Ken Nordlie

Next Week's Program

"Economic Development"

Guest: Commissioner Dan McElroy

The Minnesota Department of Employment and Economic Development (DEED) is the state's principal economic development agency, with programs promoting business recruitment, expansion, and retention; workforce development; international trade; and community development. The agency's mission is to support the economic success of individuals, businesses, and communities by improving opportunities for growth.



The agency is led by Commissioner Dan McElroy, who oversees the work of its four divisions. Dan McElroy joined Governor Pawlenty's leadership team in 2003 as the Commissioner of the MN Dept. of Finance. He served as the governor's Chief of Staff and Senior Advisor on Innovation prior to accepting his current position. A former Burnsville Rotarian, McElroy served as Burnsville Mayor from 1987 – 1994; was a member of the Burnsville City Council; director of American Bank Burnsville, and was active in the travel agency business.

This Week's Program

"Understanding the Arab-Israeli Conflict: The Challenge of Peace" Guest: Holly Brod Farber



With guarded hope, Holly Brod Farber gave us a perspective on a situation that finds its way into major news stories each and every week – the relationship between Arabs and Israelis. Rooted in centuries of history, the fluidity of this relationship is directly related to the leaders who currently have power or influence. Could the current leadership of these peoples with the support of the rest of the free world bring another period of peace in our near future? This is our hope.

Working to build understanding and connections among all peoples can be the key. On a day to day basis, Israelis and Palestinians live in harmony in the workplace, in the Israeli parliament, and in their neighborhoods. The Israeli judicial system consistently rules in favor of true democratic values. In such a small country (1/6 size of MN), a few extremists can easily upset this balance. Currently, both parties are working to find a common agreement about the refugee problem, the territories, and Jerusalem.

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 3 yr
- 01 Dick Russell 37 yrs
- 01 Dick Smith 25 yrs
- 05 Chris Schadow 20 yrs
- 11 Nick Basil 25 yrs
- 11 Jack Carlson 36 yrs
- 16 Mike Fewer 18 yrs
- 16 John Houle 18 yrs
- 26 Lee Helms 20 yrs
- 28 Larry Lee 16 yrs

Greeter Schedule

- Feb 4: Dave Walock
- Feb 11: Tom Kendall
- Feb 18: Ken Nordlie
- Feb 25: Les Fujitake
- Mar 3: Skipp Saaf

Invocator Schedules

- Feb 4: Don Peterson
- Feb 11: Lee Helms
- Feb 18: Jack Bouquet
- Feb 25:
- Mar 3:

President's Corner - Don Stiles

Last Monday's program on the Arab-Israeli conflict certainly generated many questions and much discussion among our members. So much so that I will be looking into the possibility of scheduling another program on this topic with either the Palestinian viewpoint or a combination of both viewpoints in a question/answer format as an extension of the discussions that began this week. This is certainly a relevant topic and the more we can educate ourselves, the better informed we will be. Let me know your thoughts also about bringing in a speaker on the Iranian situation sometime this Spring.

I encourage all members to consider attending at least some of the **Rotary District Conference activities scheduled for April 25-27 at the Arrowhead Resort in Alexandria, MN.**

The conference is a wonderful opportunity to mingle with fellow Rotarians from all over the state. In addition to educational breakout sessions on Saturday, there are entertaining speakers, good food, and the chance to relax in the resort setting, and the water park! You don't have to go for the entire weekend; maybe you only have time for the Saturday events. Whatever works best for you will be best for Rotary. Look over the brochure material on our lunch tables this Monday. We could even carpool ("Road Trip!!") if there is some interest in that option. Thanks for your consideration.

<http://www.rotary5950.org>



Members – Club Shirt

Club members—order your shirt today! We are going to order sport shirts for club members that request them. The shirts are blue short sleeve and will be embroidered with Rotary Club of Bloomington-Noon. The cost is \$40.00 per shirt. If anyone would like a shirt they should e-mail Terry Stirewalt ASAP at [terrys@rbcu.org](mailto:terry@rbcu.org) with their size.

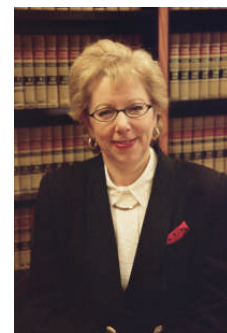


Rotarian Who Shares:

Phyllis Karasov -- Thank You, Phyllis!

Born in St. Paul and achieving a JD from Emory University in Atlanta, today's Rotarian Who Shares has distinguished herself throughout her career. She has been a partner in the firm of Moore, Costello and Hart since 1984 specializing in business law, non-profits, education law, and alternative dispute resolution. Married to Alan Olstin, a biochemist, they have three boys. Phyllis loves reading and the piano. She shares her skills with a multitude of community organizations and has received their highest praise and awards.

Phyllis joined Rotary in 1993 and has served as Chair of the Social Committee and two plus terms on the Board of Directors. She assisted in our by-laws change and was a member of the Blue Ribbon Task Force on Respect with the District.



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2008

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?

Web Addresses:
Bloomington
Noon Rotary
www.bloomingtonrotarymn.org

Rotary
International
www.rotary.org

Rotary District
5950
www.rotary5950.org

Meeting Make-ups
http://www.rotary5950.org/were_meet.html

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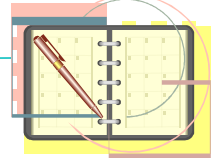
Bloomington Noon
Rotary
P.O. Box 20300
Bloomington, MN
55420

Sunshine

Former member, **Carol Hoeft**, just completed her chemotherapy for uterine cancer, was married in Germany, and then was diagnosed with breast cancer. She is beginning her tests. Cards and prayers are welcome: Carol & Mike Obst, 14218 N. Silver Cloud Drive, Oro Valley, AZ 85755. Phone: (520) 797-1181

Linda Jewell sends news that she has been in Vail, CO, since before Christmas spending time with family. She is getting stronger, no cancer signs! Cataract surgery and then breast reconstruction are in her future. Linda, you remain in our prayers.

Carolyn Pratt won a competition to perform with the Kenwood Symphony Orchestra on their 10th Annual Masters Concerto and Aria Concert. She will sing a dramatic opera aria by Menotti (who wrote the well known Amahl and the Night Visitors) from his opera The Consul. The concert is Saturday, Feb 2nd at 7:30 PM at the Annunciation Church in Minneapolis (east of Lyndale on 54th street) Admission is \$10 and tickets are available at the door.



Upcoming Meetings

February 4: “**Economic Development**” Guest: Dan McElroy

February 11: “**Minnesota River Valley Audubon Chapter**” Ron Windingstad

February 18: “**Smile Network International**” Donnell Rank-Mrs. MN

February 25: “**Hennepin County Medical Center- a Community Resource**”
Guest: Dr. Michael B. Belzer

Calendar of Events

April 25-27: **District 5950 District Conference**, Radisson Arrowwood, Alexandria, MN To register go to: www.rotary5950.org

May 8: **Bloomington Ethics Seminar** on White Collar Crime

Rotary on Cable, Channel 14

“Governor Tim Pawlenty”

Saturday, February 2, 2008 7:00 PM

Sunday, February 3, 2008 1:00 AM, 7:00 AM, 1:00 PM

DECA Opportunity

Bloomington Noon Rotarians are being asked to help in serving as judges for the DECA Career Development Conference to be held in February, 2008. Pages 4 and 5 of the RIB have more information about the event and the registration form. Additional information can be found at <http://www.dex-mn.org/judges.shtml>. Please take time to read and respond. Here is an opportunity to encourage future leaders in their skills by volunteering as a judge!

If you have any questions, call Glenice Hall at 218-847-1452

The Delta Epsilon Chi, college division of DECA, Career Development Conference will be February 21 – 23, 2008 at the Holiday Inn St. Paul East and Globe University, Woodbury.

This event involves approximately 500 college students from across Minnesota, and is designed to help future leaders in marketing, management, merchandising and entrepreneurship. These students will compete in events designed to test their skills and knowledge in their respective fields of interest.

We are asking for your help in serving as a judge for the various categories of competition. Please include your co-workers, friends, etc. in this invitation to provide a great service to these young people, as well as to spend a rewarding day.

SCHEDULE

Friday, February 22, 2008

8:30 – 9:00 AM Judges Check-in
9:00 – 9:30 AM Judges Orientation
9:00 – 4:00 PM Recruiting Booths
9:30 – 4:30 PM Competitive Events Judging
Some events may finish earlier, yet plan on 4-6 hours. Coffee and rolls, and lunch will be served.

Saturday, February 23, 2008

8:30 – 9:00 AM Judges check-in
9:15 – 9:45 AM Judges Orientation
9:45 – 3:00 PM Competitive Events Judging

Some events may finish earlier. Coffee and rolls, and lunch will be served.

JUDGE'S REGISTRATION

Name

Address

City, State Zip

Phone # with area code

Email Address

Business

Preferred Event(s) to Judge

Check Date(s) Available

February 22, 2008

February 23, 2008

PLEASE RETURN TO:

MN Delta Epsilon Chi
37962 SW Height of Land Dr.
Rochert, MN 56578
FAX NUMBER: **218-846-9339**

E-MAIL: glenice@tekstar.com

Or register on our website by going to: <http://www.dex-mn.org/judges.shtml>.

If you have any questions, call Glenice Hall at
218-847-1452

THANK YOU FOR YOUR HELP!

Do you want to:

- ◆ contribute to the development of competencies needed for careers in marketing related careers
- ◆ provide opportunities for student and team recognition
- ◆ empower students to assume responsibility for self-improvement and self-discipline

If so, please consider being a judge for at the Minnesota Delta Epsilon Chi/DECA Career Development Conference.



BUSINESS SIMULATIONS

FASHION MERCHANDISING & MARKETING

Evaluates marketing functions and tasks in retail establishments, wholesale establishments and manufacturing firms primarily engaged in the marketing of clothing and related articles for personal wear and adornment.

FINANCIAL SERVICES

Participants may be challenged to perform functions and tasks in financial institutions such as commercial banks, savings and loan associations, credit agencies, and credit unions.

HOSPITALITY

Participants may be challenged to perform marketing/management functions and tasks in any business enterprise primarily engaged in providing lodging, food and beverage services, special events, and meeting space.

RESTAURANT AND FOOD SERVICE MANAGEMENT

Participants will perform marketing/management functions and tasks in a restaurant or a food service business.

RETAIL MANAGEMENT

Participants will perform marketing/management functions and tasks in any retail establishment.

TRAVEL AND TOURISM

Participants may be challenged to perform marketing/management functions and tasks in any business enterprise primarily engaged in satisfying the desire of people to make productive or enjoyable use of travel services. Examples: reservation agent, travel agent, social director, tour director, car rental agent, tour guide, event coordinator.

The above events are Role-Play events in which the participant is given a description of a specific situation that measures skills, knowledge and attitudes in an occupational area. The participant studies the situation and responds to the issues involved through interaction with a judge. The role of the participant and of the judge is determined by the specific role play situations.

CASE STUDY EVENTS

BUSINESS-TO-BUSINESS MARKETING

A team of two participants analyze a real-world case situation that deals with marketing/business activity between organizations, and to present solutions to judges with experience in marketing and management.

BUSINESS ETHICS

A team of two participants analyze a business situation containing an ethical dilemma, and to present a resolution of the dilemma.

BUSINESS LAW

A team of two participants analyze a real-world case law situation that deals with marketing/business activity between organizations, then present solutions/recommendations to a professional (judge) with experience in business.

HUMAN RESOURCE MANAGEMENT Provides the participant the opportunity to analyze a real-world human resource case situation and to present solutions to a judge with experience in supervisory management.

INTERNATIONAL MARKETING

Provides a team of two participants the opportunity to analyze a real-world international situation and to present solutions to a judge with experience in international marketing and management.

INTERNET MARKETING

Provides the participant the opportunity to analyze a real-world e-commerce case situation and to present solutions to judges with experience in marketing and e-commerce.

MARKETING MANAGEMENT

A participant analyzes a real-world marketing management case situation, then presents solutions to a professional (judge) with experience in marketing and management.

RETAIL SPORTING GOODS SALES

To demonstrate the student's ability to organize and present a retail sales presentation in the area of sporting goods merchandise.

SALES MANAGEMENT MEETING

Provides the participant the opportunity to analyze a real-world sales management case situation, and to present solutions to a judge with experience in sales management.

SPORTS AND ENTERTAINMENT MARKETING

Provides the participant the opportunity to analyze a real-world sports and entertainment (concerts, theaters, etc) marketing case situation, and to present solutions to a judge with experience in sports and entertainment marketing.

PREPARED BUSINESS PRESENTATIONS

ADVERTISING CAMPAIGN

Provides the participants the opportunity to develop an advertising campaign of any length for any service, product, company or business for a prospective client/advertiser selected by the participant. There is no set budget restriction; however, a budget must be determined by the participant.

DESIGN PRESENTATION

The Design Presentation event involves the participant's presentation of specific product(s) designed by the participant. The participant will present an original design drawing, illustration, computer-generated design, actual product, etc., to a group of potential buyers (judges).

ENTREPRENEURSHIP (STARTING A BUSINESS)

Provides the participants the opportunity to develop a proposal to start a business. As entrepreneurs seeking venture capital, the participants will present the proposal to a potential financial institution or investor (judge).

FINANCIAL STATEMENT ANALYST

Provides the participants (team of 2) the opportunity to analyze the financial statements of two companies from the same industry, prepare a written analysis, then present their findings and recommendations to business or financial advisors (judges).

SALES REPRESENTATIVE

Provides a participant the opportunity to demonstrate his/her ability to organize and deliver a sales presentation for a product and/or service of the participant's choice. During the presentation, the participant will interact with one or more potential buyers (judges).

STATE EVENTS

EMPLOYMENT APPLICATION

Provides a situation that will evaluate the contestant's proficiency in writing a resume, cover letter and presenting oneself by means of an employment interview. Written portion judged prior to the conference.

RETAIL SPORTING GOODS

Provides the opportunity for the participants to demonstrate their ability to organize and present a retail sales presentation in the area of sporting goods merchandise.