



RIB

February 4, 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

"Minnesota River Valley Audubon Chapter"

Guest: Ron Windingstad



Ron Windingstad is the Partnership Coordinator for Bird Conservation Minnesota (BCM), a collaborative effort of groups and individuals committed to conserving bird populations in the state. In this position, Ron's primary task is to work with colleagues in government agencies, academia, and nongovernmental organizations to build a strong,

statewide network of members and partners for BCM.

He received his Bachelor of Science degree in biology at Augsburg College in 1966, and his Master's degree in wildlife management at UW-Steven's Point. He has worked as a wildlife biologist with the U.S. Fish and Wildlife Service. Married with three grown children and a six year old son, who shares his dad's passion for bird watching, Ron saw his 600th North American bird species this February.

This Week's Program

"Economic Development"

Contributed by: Tom Burke

Guest: Commissioner Dan McElroy

Our guest, **Commissioner Dan McElroy** started by asking the question "Is Minnesota poised for success in the 21st century given the rapidly changing landscape of world wide economic development?" The answer is yes. Minnesota already has a strong foundation of civic involvement, volunteerism, corporate presence and geographical advantages. These assets make Minnesota poised to adapt and develop not only in the state and national job markets – but internationally as well. Drawing on the lessons of history, Commissioner McElroy discussed how the United States reacted 50 years ago when the Soviet Union launched the Sputnik satellite and compared the reaction to how the nation is responding today to the pressures, challenges and increased competition of a global marketplace.



February Birthdays

- 01 Abul Sharah
- 14 Terry Stirewalt
- 21 Susan Freeman
- 22 Dan Jordan

February Anniversaries

- 04 Susan Freeman 5 yrs
- 05 Dave Getsch 5 yrs
- 09 Tom Arnold MD 26 yrs
- 11 Dave Pederson 16 yrs
- 11 Skipp Saaf 11 yrs
- 12 Sharon Van Winkel
5 yrs
- 14 Sandhya Gupta 2 yr
- 17 Ken Nordlie 4 yrs
- 18 Dave Senness 22 yrs
- 28 Jim Wenthold 2 yr

Greeter Schedule

- Feb 11: Tom Kendall
- Feb 18: Ken Nordlie
- Feb 25: Les Fujitake
- Mar 3: Skipp Saaf
- Mar 10: Jack Bouquet

Invoker Schedule

- Feb 11: Lee Helms
- Feb 18: Jack Bouquet
- Feb 25: Lori Nelson
- Mar 3: Jim McDonald
- Mar 10: Terry Stirewalt

This Week Continued:

The things that make Minnesota successful today may not be the same competitive advantages that drive our success ten, twenty or thirty years from now. How will Minnesota companies keep their edge and adapt to increased global competition? The answer lies in our adapting values and the strong social cohesion that makes Minnesota a place where competition can be an opportunity – not a threat. Minnesota seems to be off on the right foot with its leadership in alternative energy research and production. McElroy also identifies youth and their family units as keys to inspiring the creativity and imagination that will help them adapt to emerging economies and evolving marketplaces in the next 10, 20 or 30 years.

Please visit Dan’s department website at www.deed.state.mn.us or feel free to e-mail him at dan.mcelroy@state.mn.us

President’s Corner - Don Stiles

A special welcome to our newest Rotarian **Ryne DeVries**, who was inducted this past Monday. Ryne's expertise is in the field of chiropractic. Please be sure to introduce yourself to Ryne in the coming weeks. Thanks also to **Jim McDonald**, Ryne's sponsor, for introducing Ryne to our club.

Last Monday, Rotarian **John Houle** conducted a straw ballot for US Presidential candidates during our meeting. Members were allowed two votes, one for the Republican caucus and one for the Democrat Caucus. The results indicated a preference for John McCain and Barack Obama respectively. It will be interesting to see how the actual caucus results come back given the wide open campaign races this year.

Our speaker, **Commissioner Dan McElroy**, stressed in his remarks that one of the most important and influential ways we could improve the education of our children was to read out loud to them up through the third grade. Interestingly, our club is in the process of establishing a new service opportunity that involves Rotarians reading to young children. You will hear more about this new program this Spring as we finalize the logistics. We are always looking for additional ways we can share with others.

Bloomington Noon Straw Poll	
<i>Democrat:</i>	
Clinton	7
Obama	26
<i>Republican:</i>	
Huckabee	2
McCain	28
Paul	0
Romney	4

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 with their size.



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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/where_meet.html

RIB Editors:

Karyn Arazi
Diann Kirby

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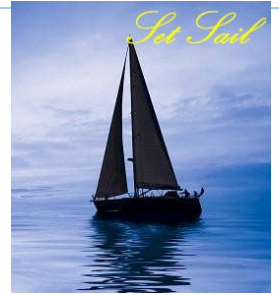
ADDRESS

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

District Conference

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>



Guests and Visitors

Rotarian Dan Jasper, Crystal New Hope Robbinsdale, Public Relations

Rotarian Dan Hallberg, Edina Noon, Past District Governor

Deb Newman, Prospective Member, Guest of Dan Hallberg, Insurance

Upcoming Meetings

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

March 3: "University of MN Dept. of Education" Dean Darlyn Bailey

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

"The Lean Office" Art Sneen

Monday, February 18, 2008	11:00 PM
Tuesday, February 19, 2008	5:00 AM, 11:00 AM, 5:00 PM
Saturday, February 23, 2008	7:00 PM
Sunday, February 24, 2008	1:00 AM, 7:00 AM, 1:00 PM

Announcements and Other Business:

Rotarian Who Shares:

Pat DePlacido -- Great Work, Pat!

Pat was born in Conneaut, Ohio, and grew up in a large Italian family (child 10 of 11). In school, he was a track star and MVP linebacker and defensive guard. His first job was at \$.25 hour washing cars for a Lincoln Dealership. Pat completed his education at Kent State with an MBA. He was a specialist for the Department of Education until he began his own business, Star Broadcasting, Inc.



Pat joined Rotary in 1996 and has served on the Board of Directors two terms, and was President in 2001-02. He is a multiple Paul Harris Fellow. He was instrumental in placing the the Rotary Flag Pole at the Normandale Band Shell in 2001. As a community leader, Pat has served as National President for both DECA and the Business Professionals of America.

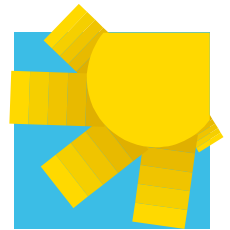
New Rotarian: Welcome Ryne DeVries



Dr. Ryne DeVries grew up in Richfield and attended the U of M. He completed his chiropractic education at Northwestern College of Chiropractic in 1988. He was in private practice in Black River Falls, WI, for 16 years. During that time, he was a member of the Black River Falls Rotary Club. Currently, he is an assistant professor and faculty clinician at Northwestern Health Science University. He is a single father of two elementary school aged boys who enjoy a variety of outdoor activities, including snowboarding in winter and the cabin in the summer. "He is a great basketball player!", said his sponsor, Jim McDonald. Ryne is excited about the service above self nature of Rotary and is looking forward to joining fellow Bloomington Rotarians in that service.

Sunshine

Dr. Jae Mellin returned to our meeting today, moving as smoothly as before his back surgery. He was able to spend some time in Palm Beach, FL, enjoying some sun during the past few weeks. Welcome back!



Dan Gasner, the Intern Mentor Coordinator at Kennedy High School, has two senior boys who are looking for a 4 hour a week internship between now and the end of May. These gentlemen both have some retail experience, but would like to explore more management, finance, or marketing areas of business. Any Rotarian who might have a position available, please contact **Lee Helms** leehelms@aol.com or **Dan Gasner (952) 681-5239**.

The Minneapolis Rotaract Club is looking for prospective members. If you know anyone between the age of 18-30 who would make a good Rotarian, invite them to contact Brian Edquist, President of the Rotaract Club, at (651) 491-7138.

DECA Opportunity

Here is an opportunity to encourage future leaders in their skills by volunteering as a judge! See the following two pages... Additional information can be found at <http://www.dex-mn.org/judges.shtml>. Questions: 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.