



RIB

March 5, 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

"James J. Hill Library - How to Find the Business Information You Need!" Guest: Jim Poole

The James J. Hill Library helps business professionals find the information they need to succeed. They help business people prospect; they uncover business intelligence; they help entrepreneurs develop business plans; and they help small businesses learn best practices. The Library includes over 200,000 business volumes, 750 trade publications, 25 premium databases and the personal help of Librarians, on line or over the phone. **SEE Page 5 RIB** for a flyer about the Library and its work, AND a free offer if you attend!



Jim Poole is the Membership Development Manager at the Hill Library. Jim is responsible to 1000 members who regularly visit the Library, another 600 members who access the Library online from outside Minnesota, and tens of thousands of business professionals who annually visit the Library and engage Librarians in person or on line.

This Week's Program

"Chocolate" Guests: Jodi Braun owner, For Goodness Cakes and Bob Siebert owner, Truffles & Tortes

"Chocolate Nirvana" was not only the name of the delicacy we all had a chance to taste, but the way it felt to the taste buds. A big thank you to our presenters Jodi and Jim Braun, Bob Seibert, and Richard Oszustowicz. It was interesting to hear how two family businesses grew from small personal retail to large wholesale success stories. *Truffles & Tortes* serves most of our larger hotels in the Twin Cities and serves only fresh, never frozen desserts. "Chocolate Nirvana" is their award winning signature piece. The combination cake/cheesecake of *For Goodness Cakes* may now be found in many grocery stores. They are featured with Northwest Airlines and soon to be on QVC Home Shopping Network.



We also learned about a new American business model taking off in Hawaii as the only American cacao tree farm. Richard Oszustowicz is helping *Hawaii Gold Cacao Tree, Inc.* to become the first American cacao producer. Five species of Cacao tree have been brought to Hawaii to be grown there and give America a piece of the \$60 Billion business around the world. See "Taste of Chocolate" Sunshine Section - RIB

March Birthdays

- 03 Jim Feilzer, DDS
- 03 Skipp Saaf
- 07 Rod Axtell
- 07 Mike Carlson
- 17 Frank Grazzini
- 18 Jack Bouquet
- 24 Krishna Ramalingam
- 28 Dan Barnett
- 31 Gene Fuller

March Anniversaries

- 03 Dick Young 20 yrs
- 09 Becky Amble 14 yrs
- 19 Pat DePlacido 11 yrs
- 21 John Swaney 7 yrs
- 28 Neil Peterson 18 yrs
- 30 Brett McMahon 14 yrs

Greeter Schedule

- Mar. 5: Adam Gengtson
- Mar. 12: Jim Wenthold
- Mar. 19: Adam Johnston
- March 28: Jim Mortenson
- April 2: Don Stiles
- April 9: Larry Lee
- April 16: Dave Walock

Guests and Visitors

Rotarian Jeff Ohe, Edina Noon Rotary, Financial Advisor

David Wang, Guest of John Swaney, Associated Bank -- **Prospective Member**

Tom Kendall, Guest of Adam Johnston, Commercial Real Estate

Elizabeth Henderson, Guest of Adam Johnston, Financial Consultant

Edward Reis, Guest of Adam Johnston, Gevity -- **Prospective Member**

Sunshine

Carolyn Pratt noted that **Jim Truax** will be receiving the *2006 Pat Bugenstein Arts Advocate of the Year* award during the Taste of Chocolate this Sunday, March 11, 2007, 1:00 to 5:00

PM at the Bloomington Center for the Arts. The Taste of Chocolate is a benefit for the Bloomington Fine Arts Council. Silent Auction and Raffle. \$25.00 at the door.

John Swaney's son, JC, a sophomore at Lakeville North High School, was first in each of the heats he swam at the recent High School Junior Varsity State Sectionals swim meet held recently in Bloomington. He had a career best in the 50 Yard freestyle. Congratulations!

Marty Chorzempa reports from Arizona that his ribs appear to be healed and he can now play golf again. "Thanks for the prayers, notes, and telephone calls!"

Mike Brunkow has won the *2006 Norm McGrew Volunteer of the Year Award* which was presented to him at the recent Minneapolis Regional Chamber Annual Member Celebration. Mike was honored for his work at the legislature on behalf of the new ballpark and for forming the President's Club to encourage chamber membership growth throughout the year.

Neil Peterson's granddaughter, Carolyn, will be a **Rotary Youth Exchange Student** to Osaka, Japan, next Rotary year.



The Mahendra Nath Rotary Foundation Challenge

We are well on our way to meeting our club goal in the **2006 Mahendra Nath Rotary Foundation Challenge – 100% participation**. One team has already completed their goal with 100% participation. Please respond to your invitation to participate. Today, **Dan Barnett** highlighted several programs that he has had the privilege to participate in, from the *Ambassadorial Scholar* program where Dan hosted a young doctor who is now helping hundreds of children to hear, to *Polio Plus* saving children worldwide from this debilitating disease, to *Safe Water* where the children **have** stopped dying!

Your gift of \$100 will provide tuition and books for one year of school for two children in Kenya. Your gift of \$500 will provide a 10 month food supply for a child in Guatemala. Your gift of \$1,000 will provide clean drinking water for over 300 people in a village in India. Matched with other gifts, your gift of even a dollar makes a difference!

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District 5950
Conference
April 26-28

The conference will kick off with an Awards Breakfast the morning of Friday, April 27; feature educational breakout sessions; a signature luncheon with a high-profile national speaker; recreational breakout sessions and a gala-themed banquet. Saturday, April 28, will be "International Day" and will feature the Thai Group Study Exchange teams. Register at: www.rotary5950.org



GET ON BOARD

2007

DISTRICT 5950 CONFERENCE
April 27-28, 2007 ■ Downtown Minneapolis
Courtyard by Marriott at The Depot

**HUMANITY
IN "LOCAL-MOTION"**

- LITERACY
- WATER MANAGEMENT
- HEALTH & HUNGER
- THE FAMILY OF ROTARY

Register: www.Rotary5950.org

President's Column

Diann Kirby –



Past President Dan Barnett noted in his Rotary Minute this week that one of the benefits of contributing to **The Mahendra Nath Rotary Foundation Challenge** is helping to end polio in our lifetime. In 1985, Rotary began its most ambitious program in its history to immunize all of the world's children against polio. The plan required collaboration with international, national, and local health agencies.

Since PolioPlus' inception, more than two billion children have received polio vaccine. While major gains have been made, some of the most difficult battles remain to be fought. Polio is still entrenched in six countries. As the war on polio enters its final phases, adequate funding is the chief obstacle. Your contribution to **The Mahendra Nath Rotary Foundation Challenge** will help us achieve our ambitious goal of having a polio-free world in our lifetime.

**Rotarians Save Lives.
Rotarians Change Lives.
Rotarians Make a Difference!**

Name That Rotarian

Today's Rotarian is a native of Ruthven, a small town in northern Iowa. After earning a BA in biology and chemistry from St. John's University, he received a master's in counseling from St. Cloud State and doctorate in educational leadership from the University of Minnesota. This Rotarian served as vice president of Normandale Community College for 25 years. He joined Bloomington Rotary in 1977, and filled just about every job in our club, including President in 1999-2000. He received the club's Harold Larson Distinguished Service Award in 1998 and Rotarian of the Year in 1994. He went on to become only the second Bloomington Rotarian to serve as our District Governor in 2006-07.

Is it?

a) Jim Lucas b) Jim McDonald c) Dan Barnett d) Jack Carlson
See page 4 RIB

Reminder: Your Member Profile and Photo are due!
Please complete your member profile information and return it to Kathy Koehler as soon as possible. If you have a professional photo that you would like to be used for your profile in our new Membership Directory, please bring it in to her at the next meeting or e-mail it to kkoehler@usinternet.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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Upcoming Meetings

March 12: **“James J. Hill Library”**, Guest: Jim Poole

March 19: **MPR Radio Host Mindy Ratner**, Tentative

Wednesday, March 28: **“State of the City”**, Mayor Gene Winstead

April 2: **“Water Park of America Tour”**, Seth Ryan, General Manager

Calendar of Events

March 9-10: PETS – President Elect Training

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

April 9: “Loaves and Fishes”, Club Service Project, Creekside Community Center, 9801 Penn Avenue South, **Dan Jordan & Susan Freeman**, coordinators.

April 26-28, 2007: Rotary District 5950 Conference, All Rotarians invited

May 1: Prospective Member Social Event, Airport Hilton Hotel, 5:15 – 7:15 PM

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

May 5: District 5950 Assembly, Club officer and Board member training, Normandale College.

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:

“Music at the MacPhail School of Arts”

Tuesday, March 13, 2007 10:10 PM

Wednesday, March 14, 2007 4:10 AM, 10:10 AM, 4:10 PM

Thursday, March 15, 2007 9:00 PM

Friday, March 16, 2007 3:00 AM, 9:00 AM, 3:00 PM

“MOA Phase II Update” Clark Arneson and William Griffith

Friday, March 16, 2007 10:30 PM,

Saturday, March 17, 2007 4:30 AM, 10:30 AM, 4:30 PM

Friday, March 23, 2007 10:30 PM

Saturday, March 24, 2007 4:30 AM, 10:30 AM, 4:30 PM

Name That Rotarian: c. Dan Barnett

ROTARY CLUB OF BLOOMINGTON NOON

Monday, March 12th, 12:00 to 1:30 at the Airport Hilton Hotel, Bloomington

“How to Find the Business Information You Need”

Would you like to learn how to take better advantage of the tremendous resources available to you through websites and databases and how to make each search more effective and faster? Our presentation will show you: 1.) How to use Google search more effectively to learn about competitors and customers, 2.) How to find little known sites where rich information may be found, and 3.) How the Hill Library’s services can provide the business searcher meaningful, useable answers to business questions in less time.

How Does a Business Library Help Smarter Businesses Succeed?

We help business people prospect. We uncover business intelligence. We help entrepreneurs develop business plans. We help small businesses learn best practices. We help business professionals find the information they need to succeed. Our Library includes over 200,000 business volumes, 750 trade publications, 25 premium databases and the help of Librarians to help you in person, on line or over the phone.

Hill Librarians have compiled **Hill Research Guides** to assist in your business research needs. Guides are available for download at http://www.jjhill.org/Research/publications_guides.html .

For individuals selling B2B with a consistent need for the highest quality industry and company databases and market research, consider **HillSearch** at <http://www.hillsearch.org/membership.cfm>.

For small businesses with an occasional need for business information and expert reference help, **BizToolKit** provides information tools, the Hill PeerNet program, and discounts on small business products and services. http://www.jjhill.org/benefits/individual_membership.cfm

No time to conduct research yourself? **HillResearch** lets you hire Hill Librarians to do the research for you. Visit <http://www.hillresearch.org/> to learn more.

Hill Librarians scour the Web to create the free **Best of the Business Web**. It’s a directory of sites that you can access at http://www.jjhill.org/Research/business_directory.asp.

James J. Hill and the James J. Hill Reference Library

James J. Hill believed his success could be traced to his discipline of *learning more about the opportunities he became involved in* than his competitors did. Hill built one of the nation’s great business empires and his belief in leveraging business intelligence lives on today in The James J. Hill Reference Library.

Presenter: Jim Poole, Membership Development Manager

The Library intends to become the center of a community of small-business owners who have learned how to use information as a form of capital. Jim Poole is responsible to them, to our several thousand members who access Hill Library services online from all over North America and to all small-business people who would like to learn how to leverage information to grow their businesses.

Attendees to our presentation will receive a free one-week trial of HillSearch Remote Database Access.

