



# ROTARY CLUB OF MADISON

June 25, 2014

**Dear, Dear Rotarians,**

As we close the 2013-14 Rotary Club of Madison year, I'd like to share my **gratitude** with each and every one of you. In the first year of our second century, our theme was: "*Honor Our Past, Build Our Future*" and, thanks to you, we did just that.

Eighteen months ago, **Pat Jenkins**, our **Past Presidents** and President Elect **Tim Stadelman** provided wonderful support as we kicked-off Rotary planning. As the **Board, Officers** and **Committee Chairs** coalesced, we focused on our strategic plan and other organizing documents, input sessions with longer-term and newer Rotarians, and member feedback through past surveys and our Centennial visioning work to develop five priorities for the year. Our call to action for each Rotarian was: *Clearly define what you most value about being a Rotarian, then share your insights with others.* Here is what happened:

## 1. MEMBERSHIP

**Joanna Burish** and **Susan Schmitz** led our membership charge. They ended the year at 508 members – moving us from the 7<sup>th</sup> to 5<sup>th</sup> largest Rotary Club in the world! Budget & Finance Chair **Terry Heinrichs** reported healthy financials as a result of robust membership and excellent fiduciary oversight.

- The **Second Century** fellowship led by **Michael Kolsolcharoen** and **Trey Sprinkman** was formed to engage and embed newer, under 45 Rotarians into our leadership structure, and build our Club's next century of Service, starting with a new collaboration benefiting our community's diverse youth.
- **Paul Riehemann** and the Classification Committee assessed our membership criteria and how we make decisions to maintain and increase the quality composition of our Club membership.
- **Wes Sparkman** developed a new sub-committee of the membership committee to focus on recruitment of leaders of color who meet our membership criteria.
- New member recruitment chair **Melanie Ramey** clarified membership expectations for potential sponsors – "just bring them to lunch!", and unveiled a new membership brochure developed by **Virginia Bartelt** and the marketing committee.
- We welcomed 55 **new members** (who also happen to be the roast committee led by **Stan Kitson, Kris Ashe, and Patrick Downey**)
- Special thanks to all of our new member **Sponsors**. Stay tuned for our newest award, recognizing a sponsor who brings in the most new members!
- Button Box & Welcoming volunteers led by **Marcia Whittington** expanded their role to "table captains," increasing introductions around lunch tables each week.
- **Neil Fauerbach** served point for each of the Fellowship chairs. Over 200 Rotarians attended 174 fellowship events this year.
- Our Fellowship Groups! Baseball (**Jerry Thain**), beer (**Neil Fauerbach**), bicycling (**Paul Riehemann**), bird hunting (**Greg Paradise**), bowling (**Tom Carroll** and **George Keehn**), bridge (**Mary Helen Becker**), culinary arts (**Valerie Kazamias**), cultural awareness (**Majid Sarmadi**), dinner and discussion (**Denny Carey**), fly fishing (**Dana Corbett**), golf (**Tim Muldowney**), International Fellowships (**Rob Stroud**), investment/Rotary Rockefeller's (**Dave Schreiber**), motorcycle (**John Bonsett-Veal**), notable books (**Jerry Thain**), recent important books (**Michael May**), Rotary choir (**Jenny Armstrong**), sailing (**Dave Ewanowski**), scotch whisky/Lew Harned Society (**Moses Altsech**), wellness (**Frank Stein**), and wine (**Mike Wilson**).
- Three new fellowship groups began: Going Green led by **Karen Kendrick-Hands** and **Paul Riehemann** which has already been recognized by Rotary International, Curling led by **Rich Lepping**, and Genealogy led by **Rick Kiley** and **Patty Struck**.
- **Karl Wellensiek** continued to lead exceptional on-boarding at new member orientation, **Jason Beren** connected and engaged new members, and **Wendy Wink** led our retention efforts.
- **Derrick Van Mell** continued Rotary Business LinkUps (aka "Rotary for Introverts"), evolving connections beyond Club members and developing a new best practices tool to capture and share learning.
- We continued to promote our vocations as opportunities to serve thanks to **Rico Goedjen** and the Vocational Opportunities committee's enriching events.
- There are 20+ fellowship groups, and 40+ committees; 83% of members participate. We held 308 committee meetings (in addition to our 50 luncheons and 174 fellowship group gatherings). Wow.

## 2. SERVICE

**Darrell Behnke** led the **Madison Rotary Foundation Officers and Trustees**; with **Investment Committee Chair Steve Mixtacki**, our endowment grew beyond the \$10 million mark for the first time. This makes our foundation the 2<sup>nd</sup> largest Rotary Foundation in the world! **Bruce Westervelt** retires from the Treasurer role after ten years of exemplary service.

## *Philanthropy ("love of humankind")*

- Philanthropy chair **Ellsworth Brown**, and major gifts chair **Tripp Widder** along with **Carol Koby**, developed an "I will" endowment messaging strategy, and stewarded new estate gifts totaling \$561,000. **Marv Levy** individually AND with **Phil Levy** and Jeff Levy of the Irving and Dorothy Levy Family Foundation; Kit and **Phil Blake**; **Nate Brand**; and **Dick Goldberg** all added scholarship contributions of \$50,000 or more to our Foundation.
- **Jackson Fonder** and the Fund Drive committee raised \$146,000 from 85% of members and a special gift from the Irwin A. and Robert D. Goodman Foundation. Thank **YOU** for your generosity, and to all who donated "incentive" gifts!
- An additional \$39,000 was raised in our other giving priorities, including birthday and Synergy contributions.
- Further, **Karl Gutknecht** and the Rotary International committee have been working to identify how best to raise awareness and support of Rotary International's work (stay tuned for Friendship Exchanges and more!); in addition to 33 new Paul Harris Fellows (PHF) this year, **Dick Moll** and **Jon Udell** provided PHFs as recognition for 6 Rotarians.

## *Service*

Incoming President **Tim Stadelman** led an ad hoc group comprised of all of the Service Committee Chairs. They evaluated our "current state" of service and identified dozens of Club service activities which could be categorized into: *Basic Needs, Education and Mentoring, and Civic Leadership*. This was done to further clarify and elevate understanding of our hands-on service, as well as to begin the process of identifying a larger-impact Club project. And, **Gene Kroupa** re-designed our member survey to determine local and global service priorities for the future.

### *Basic Needs*

- The grants committee, led by **Doug Dittman**, distributed \$184,000 to 58 organizations.
- Goodman Rotary 50+ Advisory Committee led by **Rob Stroud** provided funding of \$52,000 for older adult fitness programs in our community.
- **Carmen Porco** and **Scot Sorensen** led five community projects that deployed 144 Rotarian volunteers across our community.

### *Education and Mentoring*

- **Bob Shumaker** led the scholarship committee, selecting 23 scholarship recipients who will receive a total of \$240,000 over the next four years, including the new **Worzala Family** scholarship. Thank you to ALL of our **scholarship funds donors**.
- **Ellie Schatz** and 74 **Rotary mentors** continue to amplify these generous scholarships with mentoring – focusing on the ultimate goal of *graduation*.
- Edgewood College and UW-Madison **Rotaract Clubs** supported by **Dan Larson** and **Moses Altsech** engaged with Rotary and knocked our socks off with their lunch program, highlighting the impact their relationship with our Club has made on their lives BEYOND college. And, stay tuned for our first **Interact** high school club!!! **Stan Kitson** is leading this effort.
- **Dick Lovell's** labor of love highlighted 14 students who sought internships and jobs.
- A special shout out to **Mike Wilson** who developed a comprehensive three-day job shadowing experience for a Rotary Scholar home on Spring Break...

### *Civic Leadership*

- **Robyn Kitson** led this year's Ethics Symposium – 215 students from 19 Dane County high schools participated, and over 50 Rotarians and 12 Rotaract students volunteered! This year's Symposium streamlined our R-O-T-A-R-Y Ethical Framework, launched a district-wide expansion of the program, and was recognized by Rotary International President Ron Burton with this year's *Significant Achievement Award*, presented in person by District Governor Dean Ryerson!
- **Jerry Thain** led the recognition of 11 members with Club Service Awards, and **Susan Phillips** led the recognition of 9 Senior Service Award recipients and expanded recognition beyond individuals to groups.
- **Sharyl Kato** and the Swarsensky Award committee honored Mercile Lee for dedicating her life to college achievement by African American, Native American, Hispanic/Latino, Southeast Asian, and educationally/culturally disadvantaged youth.
- **Scott Strong** and his committee recognized 46 high school youth with awards for academic achievement, community service, academic improvement, and leadership. (I only cried three times that day...) ;)
- **Mark Stover** fostered closer ties with other local Service Clubs providing leadership for the Service Club luncheon where **Tom Grantham** was recognized, as well as provided support for new connections between Madison-Area Rotary Presidents.

## *Rotary International (RI)*

- There are 1.2 million Rotarians worldwide in 32,000 clubs from 200 countries. We're all connected.

- The End Polio Now campaign continues in earnest, and India was certified polio-free this year! Our club contributed \$800 to the RI PolioPlus fund, and over \$25,000 for other RI programs.
- International Projects chair **Linda Baldwin** with **Peter Cavi** and team awarded six international grants totaling \$23,000. They are working to align our local grant cycle with the new RI and district grant cycles, as well as exploring a new international project to expand our impact around the globe.
- **Michelle McGrath** enthusiastically led Rotary Youth Exchange activities, hosting Kanon Ando from Japan. **Paul Hoffmann**, **Jenny Sereno**, and **Mike McKay**'s families all generously opened their homes to host.
- **Dan Koval** continued in the very important role of Youth Protection Officer, ensuring the safety of all youth who participate in Rotary activities.
- **Roth Judd** embraced the task of reviewing RI's Constitutional Amendments, and led the Club in an entertaining review and ultimate successful vote.
- **Rob Stroud** represented us well in many District leadership roles including Past District Governor; and, 20 Rotarians attended the district conference, three attended the International Convention, and four attended a bus trip to RI headquarters with District Governor Elect Dave Warren.

### *Centennial*

We concluded our Centennial activities led for the past five years by co-chairs **Linda Baldwin** and **Deb Archer**. Highlights included our history book update and distribution led by **Rich Leffler** and **Carol Toussaint**; a Club birthday party planned by **Petie Rudy**, **Kathleen Woit** and **Gail Selk** with a special program including **Kip Frautschi** and **John Frautschi**, **Rob Stroud**, **Susan Schmitz**, **Rich Lynch**, **Kristine Euclide**, **Leslie Howard** and **Juli Aulik**; the Centennial Plaza dedication led by **Laura Peck** and **David Schrieber**; and another successful SummerPalooza event led by **Steve Goldberg** and **Deb Gilpin**. **Stu Levitan** wrote two beautiful Mayoral proclamations. Excellent media coverage was provided by Isthmus, The Capital Times, Wisconsin State Journal, InBusiness, Madison Magazine, Brava, The HUES and Mid-West Family Broadcasting.

### *Club*

Our weekly meetings could not run as smoothly as they do without HUNDREDS of volunteers. Thanks to **Jason Beren** and the meeting support team – with special recognition to all of our **speaker greeters** who assist the president so greatly (in particular on days when 11 a.m. committee meetings run long and there is a mad dash to the dais!), our marvelous musicians led by **Mary Kaminski**, and visitor hospitality led by **Kevin Hickman**. **Petie Rudy** provided special touches for our Club special events, and **Pete Christianson** and his team provided direct services to Rotarians in need, for example when members requested rides to weekly meetings. Our 55 minute meetings, which budget 25 minutes for the meeting and 30 minutes for the program, regularly added 5 minutes or more to the program section. ☺

- An ENORMOUS thank you to **Jim Ruhly** and the program committee for their attention to quality programming week in and out. Continuing our reputation as the best podium in town and being a forum for increased civil discourse are our goals...
- Jim and crew were particularly focused on increasing the "funnel in" of ideas for weekly programming, receiving member input, and working to document processes for succession planning some time in the (hopefully very far) future.
- **Rick Kiley**, **Rachel Krinsky** and **Ken Taylor** worked with member tech experts and members of color to develop suggestions for increased diversity and technology, equity and business programs.
- Our **average weekly attendance** was 260, up from 253 last year. Thanks for coming every week!
- The "big draws" were Jerry Apps, Wisconsin author and polio survivor (and **Ted Long**'s childhood classmate) with 308 attendees; and, George Austin, discussing the 100 Block of State Street revitalization, and Gary Andersen, UW-Madison football coach, tied for second at 298 attendees each.

### **3. BRAND** ("tidy/tighten")

**Mary Romolino** and her team saw the opportunity to evolve our former public relations and social media committees into a new marketing/communications committee. Each month this team met with a key Rotary committee chair in order to develop our Club's *first ever marketing plan*. 6AM Marketing also led a diverse cross-section of Rotarians through a brand visioning process, establishing a *core message strategy* so that we may communicate more consistently about our Club, and present a more up-to-date look and feel to our members, potential members, and guests.

The committee also took the lead on re-designing the look and feel of our weekly Wednesday meetings, including new signage by **Jim Walsh**, color-coordinated linens inspired by **James Tye**, and name badges carefully evaluated by **Ellis Waller**; the name badges increased the font size of member names, eliminated the "classification" category, and included specific organization affiliation – all to foster better connection, networking, fellowship and service!

- **Paul Ranola** and **Mike Crane** stepped up our social media presence and vision, and – with new Club video equipment – piloted member video bios to provide another way to "get-to-know" our fellow Rotarians in a quick, fun and concise way.
- As part of the Fellowship section of the marketing plan, *five fellowship best practices* were identified and will be rolled out in the 2014-15 year.
- **John Bonsett-Veal** and the photography team helped us capture important Rotary moments to include in our social media, newsletter, blog and other communications. (Our photos get the most likes/shares on social media.)
- Each week **Larry Larrabee** and the Rotary News team summarized programs for our weekly newsletter.
- *Our message:* Rotary is about service and connecting with other leaders in order to work toward a better community and world. We focus on "Service Above Self" by promoting the **opportunity** to grow, learn, meet new people and "do good." Rotary's aim is to improve both Madison and places across the globe by fostering friendship and peace. Through Rotary, you can make a difference personally and professionally.

#### 4. STRUCTURE/GOVERNANCE

**Derrick Van Mell's** leadership was invaluable in his role as Strategic Planning Chair. This committee, comprised of key committee chairs, worked to tie together our Club's strategic plan with our operations. Together, a *Board work plan* was developed to include monthly strategic discussion topics, and Board Liaison roles were further defined and documented, including committee expectations for early development of work plans and goals, key dates, succession planning, and reporting. A *Club planning calendar* was developed, and all organizing docs will be assembled into a comprehensive set of materials that can be used for Board and Chair trainings. Key Process Indicators were identified and will be captured annually for review by the board, strategic planning committee, committee chairs, and members.

- **Wes Sparkman** led an effective personnel committee, stabilizing the office part-time position and conducting personnel reviews. Thanks to **Londa Dewey** for her support.
- Director & Officer Nominating was handled extremely well, under the leadership of **Wes Sparkman** and **Gary Wolter**.
- **Jim Hamre** and **Tony Stroessenreuther** evaluated and upgraded our office technology and database. And, **Gregg Tipple** provided a state-of-the-art copier.
- **Terry Heinrichs** worked with our financial partners, and we can now accept credit cards for dues and luncheon payments!!!!

#### 5. INCREASING ROTARY IQ (fka "Unveiling")

Rotary information updates were provided by **Rich Leffler** and his committee, "why we do things" was embedded at the podium, "Snackable Bites" of information were included in weekly meeting slides and communications, "what I like best about being a Rotarian" birthday quotes were introduced, and...see all of the above! Hopefully you feel a little closer to Rotary, and a little closer to each other.

*Note: I'm still not sure how the Kitchen Committee works, but **Lew Harned**, **Gary Peterson** and crew did a fine job preparing gourmet meals for the Board each month. Tucking this item in the "increasing Rotary IQ" section so that Tim can continue to work on this one next year...*

#### *SORRY IF I MISSED YOU!*

As a Club, we do SO much service even beyond our giving and weekly lunch fellowship – and this list is just a sampling of the HUNDREDS of Rotarians who provide leadership week in and week out. **For those of you on committees, and those of you I missed entirely**, please know that your service behind the scenes is no less appreciated. Thank you.

#### *CHALLENGE*

As we reflect on this year, here is a challenge: **Let's figure out what large-scale impact we can make.** We do a LOT of service, and we give a LOT through our checkbooks. How do we use our financial resources, hands, thought leadership, influence, and ability to build connections and trust to do something bigger for the city we love and our global community? Our all-member visioning session was inspirational – support children in their first 1,000 days of life, decrease racial disparities, clean up the lakes... We have some BIG aspirations! And, we have the talent and resources to make an even greater impact in our community and world. This is the *top* goal in our strategic plan, and the **opportunity** is ours to grasp...

#### *MOVING FORWARD*

**Tim Stadelman** is ready to lead and I want to thank him, as well as our most recent Past Presidents **Paul Riehemann**, **Juli Aulik**, **Wes Sparkman** and President Elect **Ellsworth Brown**, for being excellent partners in leadership. All **Past Presidents**, thanks for your support and cajoling. To the **Board** and **Officers**, it was \*thrilling\* to work with you. **Leslie Howard**, **Jac Garner** and **Rob Stroud**, thank you for inviting me into Rotary nine years ago. Last but not most, I want to share my deepest and heartfelt gratitude to **Pat Jenkins** and **Jayne Coster**. They often say their job is to make us Rotarians look good, and – wow – do they deliver. Thank you so much, Pat and Jayne.

I confess I am eager to get back to oblivion, but I promise I'll still be involved in Club leadership in other ways. Thanks for one of the most exceptional experiences of my life to date... It's been an honor to serve with each and every one of you, and I thank you so much for the opportunity...

Yours in *Service Above Self*,

