



# Roseville Rotary

## Record

Volume 41, Number 5

August 9, 2010

Meetings held every Monday at noon at Radisson Roseville, 1540 Cleveland Ave., Roseville  
Call or email any questions: 651/636-9054 or [jingle@rotary5960.org](mailto:jingle@rotary5960.org) or [www.rosevillerotary.org](http://www.rosevillerotary.org)

### Aug 16 —Mike Vekich, MN Twins Stadium

Vekich, St. Louis Park, is CEO of Vekich Associates. He is a business and financial consultant and is considered an expert in refocusing organizations strategically, creating capital for companies, mergers and acquisitions, and the regeneration of troubled companies/entities.

He also serves as the chairman, president and chief operating officer of Skyline Exhibits, a worldwide network and market leader in trade show exhibit design.

A Certified Public Accountant, he serves as a financial and business advisor to several public and private company boards. Previously he was CEO of Vekich Arkema accounting firm. During 2004 Governor Tim Pawlenty appointed Mr. Vekich as the Acting Minnesota State Lottery Director to stabilize a traumatized and shaken organization. During that eight month assignment he created the first ever strategic plan, thereby increasing profits by 26% resulting in a \$100 million profit, the largest return to the state in the Lottery's history.

He has served on the Minnesota State Board of Accountancy, as a charter member and vice-chair of the Higher Education Services Council, and on numerous boards, including Chair of Skyline Exhibits, Inc., Vice-Chair of Grazzini Brothers & Co., Chair – Minnesota State Colleges and Universities, Ciprico (NASDAQ), Chair of Minnesota Partnership For Action Against Tobacco, The Salvation Army, Turn-around Management Association, Association for Corporate Growth and the Christian Management Association. He also served as a captain with the Hennepin County Sheriff's Emergency Squad.

Mr. Vekich will speak about the Minnesota Ballpark Authority's role in the oversight of the design, construction and operation of Target Field.

### Notes for August 9—by Phil Gelbach

Loren Swanson called the meeting to order at 12:30 p.m.

Thanks to Todd Anderson who greeted us as we arrived and led the flag pledge. Thanks also to Hal Routhé who delivered the invocation.

Todd also introduced visiting Rotarians Annie Marek and Kristin Leinke from Rotaract. We also were favored with three guests, Terry Carlson, Ruth Harpole and Tim Johnson of Team Logic.

#### Special Announcements

Lesley Erickson announced that Little Brothers-Friends of the Elderly is looking for volunteers 55 years or better to serve as peer counselors for people of like background and disposition who may be facing issues of anxiety, grief/loss or adjustment to new circumstances. Training will be provided. For more information contact Lesley or call 612-746-0753.

### COMING UP!

August 16  
Mike Vekich  
MN Twins Stadium

August 23  
Craig Leiser  
Governor 2010-11 Visit

August 30  
MN STATE FAIR!  
Blue Ribbon Grill  
5-7 pm

September 6  
LABOR DAY  
NO MEETING

September 13  
Tom Hanson  
Commissioner

September 20  
Tba

September 27  
Tba

October 4  
Tba

October 11  
COLUMBUS DAY  
No Meeting

# Membership!

Rotary's "Day At The Fair" has been set for Monday, August 30, 2010 from 5—7 pm at the Blue Ribbon Grill (west end of fairgrounds, past the grandstand). Be sure to sign up for this annual event. Rotarians receive one free ticket and map with parking instructions in the mail prior to the club meeting, which is 5—7 pm in the Blue Ribbon Grill. Sign up on Monday, August 16!

Build a Chair for Bridging will be held on September 18, starting at 9:00 in the morning. Hal Routhe asked for volunteers to work with Bridging to assemble and paint 500 chairs for families in transition, a one-month supply. Each week 25 semi-loads of furniture leave Bridging for new homes. Each client household receives an average of \$2,000 in used furniture and household goods. To volunteer, please contact Hal or call Bridging in Roseville at 651-631-3255.

Sign up now for the Friendship Exchange with the Philippines. It is scheduled for January and February 2011. Anyone interested should contact Gayland Bender.

Jean Matlock, representing the Rotary District Governor, honored Annie Marek from Twin Cities Rotaract as a Paul Harris Fellow. Annie has been giving to The Rotary Foundation since her induction as a new member!

### Featured Speaker, Sue Terwey

Sue Terwey is the Family Engagement Director for the Minnesota Organization on Fetal Alcohol Syndrome (MOFAS). She has been working in the field of fetal alcohol spectrum disorders for more than 8 years, overseeing activities that support families from across Minnesota living with Fetal Alcohol Spectrum Disorders (FASD). Sue also works collaboratively with community-based agencies to provide services to meet the needs of individuals and families coping with the disorder.

### What MOFAS Does

The Minnesota Organization on Fetal Alcohol Syndrome (MOFAS) is the only statewide source for training, information, resources and support on Fetal Alcohol Spectrum Disorders (FASD) such as Fetal Alcohol Syndrome (FAS). The organization works to build partnerships with other organizations to provide services for individuals and families in MN affected by FASD. Plus, they provide education on topics surrounding alcohol consumption during pregnancy.

MOFAS serves families, teachers, social workers, policy makers, probation officers, police officers, chemical dependency counselors and medical providers—anyone affected by

FASD. Primarily, however, the organization wants to reach individuals who get up every day and struggle with the challenges of permanent brain damage caused by prenatal alcohol exposure.

MOFAS supports individuals and families as they manage their child's chronic disability. They also offer support for families dealing with Fetal Alcohol Spectrum Disorders in greater Minnesota through a Virtual Support Center plus provide education and training to agencies, organizations and professions who deliver services to individuals and families with or at risk of Fetal Alcohol Spectrum Disorders.

### Some facts about Fetal Alcohol Syndrome (FAS)

- Alcohol causes permanent damage to the fetal developing brain that never goes away.
- One drink per day by a pregnant mother is equivalent to feeding her baby 39 baby bottles of alcohol over the term of the pregnancy.
- FASD is 100% preventable if women do not drink alcohol during pregnancy.
- Nationally, FASD affects more live births a year than Autism.
- MOFAS estimates that overall it costs Minnesotans \$107.4 million annually for Fetal Alcohol Syndrome.
- Minnesota dedicates \$1.19 million to prevention, intervention & support, professional education and diagnosis of FASD.

FAS has a lifetime individual cost of \$2.9 million.

**You can help** in a number of ways:

**Make a donation** When you make a donation to MOFAS, 85% of your donation goes to work in the community to train medical providers and educators, educate women of childbearing age and support individuals living with FASD and families who are raising children with FASD.

**Become a volunteer** MOFAS cannot accomplish all that needs to be done without our strong force of highly committed volunteers. Join the team!

**Become informed** MOFAS sponsors training sessions throughout the state to help educate the community about FASD.

For more information visit the MOFAS website at [www.mofas.org](http://www.mofas.org).

Loren Swanson adjourned the meeting at 1:30 p.m.

# August is Membership Month!

When it comes to recruiting club members, there are almost as many ideas as there are Rotarians, which is not surprising considering Rotary's diversity.

There are some universal themes that come up again and again. Others capitalize on new technologies and communication methods, or are targeted at expanding Rotary's demographic reach. Below are 10 tips from Rotarians for increasing membership:

1. Invite friends, colleagues, or neighbors to participate in one of your club's projects.
2. Keep a supply of the Start with Rotary [postcards](#) and [wallet cards](#), and give them to potential members.
3. Encourage prospective members who live outside your geographic area to visit the RI Web site, view membership videos, and [complete a prospective member form](#).
4. Ask your district membership chair to contact qualified candidates who have come to the district's attention through an online referral.
5. Talk with potential members about Rotary's humanitarian work, including programs like [PolioPlus](#). Mention the Bill & Melinda Gates Foundation's involvement in the polio eradication effort through [Rotary's US\\$200 Million Challenge](#).
6. Invite professional women in your community to one of your club meetings. Initiate projects that focus on women's issues, and invite prominent women in the community to participate, speak, or lead.
7. Maintain contact with all local [alumni](#) of Rotary's educational and service programs, and organize events for them. Work with qualified candidates to help them join your club.
8. Advertise special programs or projects on social networking sites such as Craigslist, Facebook, LinkedIn, or Orkut, and invite visitors to your club meetings and events. Learn about [RI's official social networking pages](#).
9. Sponsor an open house (or an open meeting with a special guest) that caters to a demographic group or classification that isn't represented in the club.
10. Maintain a Web site for your club so that interested individuals can easily find out who you are, what you do, and what inspires you.



## Smiles Abound at Little Brothers Picnic

By Lesley Erickson, Chair

As the drivers arrived with the honored guests, burgers and brats were grilling, flower bouquets were being arranged, food and beverage were getting set up in the kitchen, silverware was rolled in napkins, tables and chairs were set up on the patio over looking the lake, and the band was getting ready to play. Soon the food was served, followed by the July birthday cake, a round of "Happy Birthday" by the Rotary Rascals, and each guest received a birthday present. Everyone was smiling and happy to be there. As the elders left, they were given a bouquet of flowers to end the evening. This was the scene on a beautiful July afternoon on Lake Josephine at the Little Brothers Friends of the Elderly annual picnic at the Bradford house, hosted by the Roseville Rotary. Thank you to all who helped make this a special day for 23 elderly people.



# ROSEVILLE ROTARY MEETING DUTIES 2010-11

	REPORTER	GREETER/FLAG	INTRODUCTIONS	INVOCATION
August 16	Kevin Kelly	Bradley Kirscher	Todd Anderson	Jerry Showalter
August 23	Bob Bell	Olivia Wilsey	Todd Anderson	Dick Gregory
August 30	MEETING AT MN STATE FAIR!			
September 6	LABOR DAY—NO MEETING			

## WEAR YOUR ROTARY PIN!

The benefits of wearing your pin daily.

- The pin says more than “I am a member”
- Wearing the pin promotes subtle public relations work for the growth and retention of current and prospective members.
- The pin reinforces the fellowship and service ethic found in Rotary.
- The pin is a “conversation starter” allowing the Rotarian to share his/her experience and invite new members into the Club.

## MARK YOUR CALENDARS!

**Tuesday, September 21, 2010**  
Board of Directors Meeting  
Roseville Professional Center #620  
@ 7:30 am

**September 18, 2010**  
Build a Chair for Bridging  
9 to noon or 1 to 5

**October 2**  
MN Twins/Rotary Day!



## Rotary Makeups

None submitted this week

**SIGN UP FOR THE MINNESOTA STATE  
FAIR ON MONDAY, AUGUST 30.  
I NEED TO KNOW YOUR NAME AND  
NAME(S) OF YOUR GUEST(S).**

**CONTACT [jingle@rotary5960.org](mailto:jingle@rotary5960.org)  
or call her at 651/636-9054**

**TODAY!  
PLAN YOUR DAY AT THE FAIR:  
[CLICK HERE](#)**

### Social Networks

[RI on Facebook](#)

[RI on LinkedIn](#)

[RI on Twitter](#)

[RI on YouTube](#)