



Rotary Club of Ann Arbor for 2006-2007

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Meetings: Wednesday at noon
U-M Union, 530 S. State St.

The Rotary Club of Ann Arbor sponsors the [U-M Rotaract Club](#) and the Interact Clubs at [Huron](#) and [Pioneer](#) High Schools
"Harpoon" is the weekly newsletter of the Rotary Club of Ann Arbor. Contact the club to subscribe by email.
Copies of recent editions are available as .pdf files at <http://annarborrotary.org/harpoon.shtml>

The Program for Wednesday, October 25, 2006

Speaker: Ted Brader, U-M Political Science Professor and Faculty Associate, Center for Political Studies, ISR

Topic: "Uses and Impacts of Emotion in Political Campaign Advertising"

True or False? (1) "Feel good" campaign ads polarize the electorate. (2) Strongly negative, fear-inducing ads stimulate greater thinking learning and opinion change. To help answer these questions and tell us much more about the uses and effects of emotion in political campaigns, Professor Brader will share with us the research findings in his recent book, "Campaigning for Hearts and Minds", and his continuing study of the strategic use of emotion in ad campaigns and its effect on what citizens learn, how they choose candidates, and whether they vote. The Rotary AV system will get a good workout as our speaker illustrates his points with advertising from the current election season, just thirteen days before we cast our votes.

Host/Introducer: Paul Glendon

Song Leader: Russ Collins

Accompanist: Deanna Relyea

Looking Ahead



October 27 (Friday evening) – "Nosferatu" at the Michigan Theater. This is the first Dracula movie ever made. It is a silent film but will be accompanied by a live orchestra. Lecture (optional) at 7:00. Movie at 8:00. Call 734-668-8397, ext. 23, to reserve tickets at the special Rotary price of \$15 each. Also, note that the date for "The Fantasticks" at the Performance Network has been changed from November 9 to November 16. Tickets are now available from Millie Danielson at \$10 each.

October 28 (Saturday morning) – Fall Tree Planting. This is the first of three sessions on three consecutive Saturdays. On this date, we will be planting 88 trees in Brookside and Clinton Parks (off Stone School Road between Eisenhower and the I-94 overpass). Sign up at an upcoming meeting or contact John Laird or Terry Linden. The schedules have been arranged to ensure planters don't miss the kickoff for the U-M football games on those Saturdays.

November 1 (Wednesday noon) – Jim Cook and Anne Glendon will describe their experiences with the Lingap Orphanage Project in Cebu, Philippines.

November 4 (Saturday morning) – Fall Tree Planting (second session of three)

November 8 (Wednesday noon) – Induction of New Members

Note: Details on all the luncheon programs for November are on the website at <http://annarborrotary.org/november.shtml>.

Paper copies will also be available on each table at the meetings of October 25 and November 1.

News from the Meeting of October 18, 2006

We welcomed Junior Rotarians Sarah Patton from Gabriel Richard High School, Joseph Stapleton from Community High and Aaron Stein from Greenhills.

Don't forget the Rotary tree planting dates and times.

It was good to see Harv Grotrian and John Oberdick at the meeting.

Put it on your calendar: "Nosferatu" at the Michigan Theatre Oct. 27 at 8:00pm for the Rotary price of \$15. Stay tuned for more offerings on the cultural sampler series put together by the Social Committee.

Notes from the Program of October 18, 2006

We allotted extra time today to speakers Jennifer Gratz, executive director of the Michigan Civil Rights Initiative Committee, and Paul Hillegonds, senior vice president for corporate affairs, DTE Energy, speaking on Proposal 2 on the Nov. 7 ballot. Proposal Two would "amend the State Constitution to ban affirmative action programs that give preferential treatment to groups or individuals based on their race, gender, color, ethnicity or national origin for public employment, education or contracting purposes."

Taking the "pro" side, Ms. Gratz asked where we should be going as a society – it should be where race and color aren't factors. "Preferences automatically create differences," she said, "and pit people against people. It's a vicious cycle." Proposal Two, she said, doesn't ban all affirmative action programs – there are some good ones.



Jennifer Gratz



Paul Hillegonds

She said the University of Michigan "admits they take race into account" in their admissions policy. She cited the Pontiac Fire Department policy of setting aside one in three positions for a minority. "That's wrong," she said. "Government should help all businesses, not just some. The national debate over affirmative action has become a gender issue. These policies are about engineering outcomes, not equal opportunity," Ms. Gratz said. "We should open up these programs on merit, then get out of the way. I'll bet if Proposal Two passes, it'll be thrown out of court."

Will the economy suffer if Proposal Two passes? "As if it could get worse," she said. "We should hire the person that's best for the job, not go to quotas. Diversity isn't just about skin color, she added.

Why am I doing this, she asked. "I'm not a political activist. It's something I believe – equal treatment under the law. I believe in the 1964 Civil Rights Act; we're getting off track in this country. It's time to get back to the color-blind policies of the 1964 Act."

Paul Hillegonds cited a long list of groups and organizations – The League of Women Voters, AARP, local chambers of commerce, the NAACP, the AFL-CIO, NEA – who opposed Proposal Two. He said passage of Prop. 2 would roll back civil rights laws in our state. "One United Michigan believes affirmative action is vital for equal opportunity. Title IX is a great example of affirmative action here."

Hillegonds said that with affirmative action, Michigan "has made progress. Girls are treated more equally in athletics. Also, more people of color are attending U-M. But there's still legal and subtle discrimination. Women earn only 67 cents for every dollar men earn in the Michigan economy."

Affirmative action also means outreach programs (more women in math and science careers). "It's not just about quotas – they're illegal. A ban would result in a less diverse talent pool for business. We need to reinvent our economy to a knowledge economy which relishes diversity," Hillegonds said. "We need to put the welcome mat out here."

He said a similar amendment in California and Florida resulted in reduced job opportunities for women and minorities. He said, on a personal that, that he was a beneficiary of affirmative action, living on a racially diverse campus (U-M) during the Detroit riot, and that after 18 years in the Legislature, he learned the value of “broad-based consensus building.”

In rebuttal, Jennifer Gratz said Title IX works “because it doesn’t give preferences.” She asked why racial diversity should trump equal opportunity under the law. She addressed out-of-state support by saying that Jesse Jackson and Al Sharpton have also come here in support of Proposal Two, and their voices should count for something. Hillegonds said it would be unwise to “freeze into the Constitution” a ban of this nature.

The News and Notes were prepared by Don Faber, Harpoon editor. Fred Beutler provided the photographs.

Meeting Statistics: Our reported attendance at this day’s meeting was 142 members. We also had seventeen guests (including three Jr. Rotarians) and three visiting Rotarians. Two committees (Program and International Outreach) met before lunch. A total of 21 members participated. Also reported was attendance of twelve members at the Board of Directors meeting earlier in the day.

Other Notes of Interest

Birthdays: October 23 (a big day for birthdays) – Jim Anderson, Sue Beutler, Tim Carrigan, Penny Fischer, and Susan Katz Froning; October 24 – Sue McCormick; October 25 – Doug Brouwer; October 26 – George Cress and Tom Degrazia.

Make-up Cards from Roving Rotarians: Hal Flynn (Saline on October 12), Nels Olson (Frankfort on October 11) and Jack Walker (Damariscotta-Newcastle on October 10)

Visiting Rotarians: Betsy Hammond (Stevensville Lakeshore), John Hammond (Stevensville Lakeshore) and Diane Schacterle (Sacramento CA)

Membership News from the Board: At their meeting on the morning of October 18, the Board of Directors approved the nominations of nine new members to be inducted on November 8. It also granted Leaves of Absence to Karen Wixson and Doug Freeth through April 2007 and acknowledged the resignation of Rob Pasick.



Rotaract Birthday Party [from Valerie Wang]: On behalf of the Rotaract club at the University of Michigan, I would like to invite all members of the RI family to attend a celebration dinner in honor of our two year anniversary. It has been a long and hard journey, but we are all happy to see our club grow in membership and strength, and continue to actively participate in activities on the U-M campus and in nearby communities. The event will be held at the Trotter House at 1443 Washtenaw on Friday, November 10 from 7:00-9:00pm. The price is \$5.00 per person and may be paid in advance or on-site. More information can be found online at <http://www.umich.edu/~rotaract/charterdinner.htm>. If you plan to attend, please make your reservation by Wednesday, November 1 via (1) email to rotaract.social@umich.edu, (2) mail to 722 S. Forest Ave, Ann Arbor 48104, or (3) through Joanne Pierson or Elaine Alexander.

Committee News: On November 1st from 11:00-noon in the Anderson Room, the Community Allocations Committee will be holding an organizational meeting in advance of the 2007 grant cycle. All Rotarians are invited to attend, especially if you think you may want to become a member of the committee.



Rotarians in the News: In the Ann Arbor Business Review for October 19-October 25, 2006, Howard Cooper, founder and president of Howard Cooper Imports, was featured in its “Executive Profile” section. The article notes that it was 41 years ago that Howard took five acres of farmland on South State Street and, over the years, turned it into one of the most recognized business names in Ann Arbor. What you may not know but will learn in the article is that his first choice for a new career is to become a trombone or bass player in a Dixieland band! You may also wish to ask him about his “guilty pleasure.”

Herbert J. Taylor and the Four Way Test: From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world’s most widely printed and quoted statements of business ethics is The Four-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor when he was asked to take charge of a company that was facing bankruptcy. This 24-word test for employees to follow in their business and professional

lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy.

Adopted by Rotary in 1943, The Four-Way Test has been translated into more than a hundred languages and published in thousands of ways. It asks the following four questions:

“Of the things we think, say or do;

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL and BETTER FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?”

Herbert Taylor (1893-1978) was president of The Rotary Club of Chicago from 1939-40 and Rotary International in the 1954-55 program year.

Note: As you see from the caption below, references to the Four-way test have even found their way to cartoons. Thanks to Bob Green and the New Yorker magazine and apologies to the attorneys in Rotary.



“Is it right?...Is it fair?’ Get a grip, Carlton – we’re a law firm!”

Links of Interest: Below is a short list of links to various websites that will be of interest to Rotarians.



• **Rotary International:** <http://rotary.org/>. The RI home page has links to About Rotary, The Rotary Foundation, Club Locator and Member Access. Registration information for the Annual Convention is on-line at: <http://rotary.org/events/conventions/2007/index.html>

• **Zone 28:** <http://www.zones27-28.org/>. The zone level is between RI and the district. We are part of a zone with 15 districts covering the lower peninsula of Michigan, the upper parts of Indiana and Ohio and even a bit of Pennsylvania and New York.

• **District 6380:** <http://rotary6380.org/>. This is the website for our district. District 6380 covers a total of 50 clubs in the counties of Washtenaw, Livingston, Oakland, Macomb and Kent (in

Ontario). The district’s monthly newsletter is also posted here. You can sign up on the site for The Rotary Foundation Gala to be held in Madison Heights on Thursday, November 9. Note: Rotaractors and Interactors are also invited to attend.

• **Rotary Club of Ann Arbor:** <http://annarborrotary.org/>. This is our Club’s own website. It contains a great deal of background material and current information such as the descriptions of upcoming programs and an archive of current and past Harpoons.

“Lead the Way”