



Rotary Club of Ann Arbor for 2006-2007

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President Elect
J. Downs Herold, Secretary
John G. Ackenhusen, Club Treasurer
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Peter S. Wright, Director
John T. White III, Club Administrator
Don Faber, Harpoon Editor

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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, November 1, 2006

Speakers: Jim Cook & Anne Glendon

Topic: "The Lingap Center, our Humanitarian Outpost in the Philippines"

Back in January we heard from project founder John Drake about the Lingap Center, a 100-child orphanage in the Philippines. Our International Projects Committee assembled a multi-club project that completely furnished the Center, and Jim & Anne attended its dedication ceremonies last Spring as representatives of our club. Hear and see what a difference your Rotary contributions are making in the lives of children who might not even be alive without the Lingap Center, and get a brief overview from Committee Chair Len Stenger on other current and future projects.

Host/Introducer: Len Stenger

Song Leader: Shelley MacMillan

Accompanist: Joan Knoertzer

Also, from 11:00 to noon this day, 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. Bill Dunifon chairs the committee.

Looking Ahead



November 4 (Saturday morning) – Fall Tree Planting (second session of three) at Glacier Highlands Park (NE Ann Arbor) and Creal Park (NW Ann Arbor). 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.

November 8 (Wednesday noon) – Induction of New Members

November 9 (Thursday evening) - Rotary Foundation Gala at the Club Venetian in Madison Heights (6:00 fellowship, 6:45 dinner). Details and on-line registration are available at the district website, <http://www.rotary6380.org>.

November 10 (Friday evening) - Rotaract Birthday Party. The U-M club is two years old and all Rotarians and guests are invited to help celebrate. More information can be found in last week's Harpoon or online at <http://www.umich.edu/~rotaract/charterdinner.htm>. If you plan to attend, please make your reservation by Wednesday, November 1.

November 15 (Wednesday noon) – Greg Cook will present, "The Ride...Making Ann Arbor Proud"

November 16 (Thursday evening) - "The Fantasticks" at Performance Network. Tickets are available from Millie Danielson at \$10 each. Since Thursday night is also Rotary bowling night, Millie has a special invitation to extend: Attention, Thursday Night Bowling Widows: STRIKE out on your own! How about joining forces to attend the "The Fantasticks." Call Millie Danielson at 663-9881. No time to SPARE!

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 at the meetings.

News from the Meeting of October 25, 2006

Buz Hoff is back from Italy and recuperating nicely. It's good to have him stateside again.

Terry Linden preached a most unusual "sermon" about a preacher missing some leaves in his prepared text. The upshot of Terry's message was to sign up for the tree plantings Rotary has planned for upcoming Saturdays. And Terry, you may have missed your true calling – the "brothers and sisters" liked your sermon.

Another word of thanks goes to the social committee for its lineup of coming events. Along those lines, Millie Danielson plugged "The Fantasticks," a show at Performance Network on Nov. 16 at 8 p.m. The price for Rotarians is \$10, and that includes an afterglow wine and hors d'oeuvres.

Valerie Wang, for U-M Rotaract, announced a two-year anniversary dinner for Michigan Rotaract. It's Nov. 10, 7-9 p.m. at Trotter House, 1443 Washtenaw. For \$5/person, you can celebrate with Rotarians, Rotaractors and Interact. We congratulate the club on its first two years of existence. More information can be found in last week's Harpoon or online at <http://www.umich.edu/~rotaract/charterdinner.htm>.



Sarah Patton



Joseph Stapleton



Aaron Stein

We heard from Junior Rotarians Sarah Patton, Gabriel Richard High School; Joseph Stapleton of Community High, and Aaron Stein of Greenhills. Sarah hopes to get into pediatric nursing and plans to go to Hope College. Joseph wants to get into sports journalism, but there seems to be an air of uncertainty about his plans. A true Tiger fan, he had the olde English "D" on the back of his head in the neatest "haircut" the Harpoon has seen in a while. Aaron, who plays soccer and the violin with equal passion, is a senior and college-bound for an eastern school.

Notes from the Program of October 25, 2006



Ted Brader

Paul Glendon introduced Ted Brader, U-M political science professor and faculty associate, Center for Political Studies, ISR, on the topic "Uses and impacts of emotion in political campaign advertising." Conventional political wisdom has it that negative advertising turns off people. In fact, it's the "feel good" ads that tend to polarize voters on both sides. "Feel good ads," said Ted, "drive people apart."

Conventional wisdom is that politicians routinely appeal to emotions because this is effective. Emotions may be fear, anger, shame, pride, amusement. Emotions are the responses we have to environmental circumstances around us. Ted said "the use of emotional appeals is manipulative and preys on the ignorant masses." He demonstrated an ad Ronald Reagan used in his re-election campaign of 1984, showing a bear (symbolizing the Soviet Union) in the woods. Is the bear tame? Is it vicious? We don't know. The message is that to be sure about how to handle that bear, we should stick with Reagan.

Ted focused on two emotions, the first of which was hope and/or pride. The ad asks, "how are we doing? Are we getting successful?" This type of ad fuels an enthusiastic response. The other emotion is fear/anxiety. It asks, is it safe? The ad provides cues of danger and uncertainty, making the viewer stop, look and think again. Political ads, he said, package their message with imagery and music.

Emotion in ad campaigns today are characterized by the “feel good” ads, which feature sharp imagery, patriotic music, happy children and people looking satisfied at their jobs. The use of discordant music is used in ads that appeal to fear and anger; they're often black and white and project images of war. Oddly, these ads are more apt to have issue content than “feel good” ads. A classic “feel good” ad was “Morning in America,” in Ronald Reagan's re-election bid in 1984. It showed people going to work, getting married and positive things, all conveying the message of having confidence in America. It worked for Reagan. A classic “fear” ad was “Revolving Door,” 1988, in which George Herbert Walker Bush “dissed” Michael Dukakis with the use of ominous music and a scary voiceover. More up to date, a “fear” ad of today depicts Republican gubernatorial candidate Dick DeVos taking an extreme position on abortion in a black and white ad with ominous narration. “Fear” ads, said Ted, actually seem to have less effect on people.

Brader has published “Campaigning for Hearts and Minds” which studies the use of emotions in ad campaigns and its effect on what citizens learn and how they choose candidates. Keep these things in mind as you vote Nov. 7.

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 137 members. We also had eleven guests (including three Jr. Rotarians) and four visiting Rotarians. Seven members of the Rotaract committees met before lunch.

Other Notes of Interest

Birthdays: October 29 – Chuck Cares; October 30 – Tom Conlin, John Eman, Bob Foster and Mark Foster (father and son!); October 31 – Duane Renken; November 2 – Elaine Alexander and Charlie Crone; November 3 – Alice Irani; November 4 – Ed Wier and Karen Wixson.

Make-up Cards from Roving Rotarians: Barbara Bryant (Scottsdale AZ on October 15) and Bryan Schindel (Kimberley, British Columbia on July 12 and Ann Arbor North on September 14).

Visiting Rotarians: Jack Edman (Rancho Santa Fe CA); Joanne MacInnes (Houghton) and Karl and Wandee Eulau (Danderyds, Sweden). Jack Edman is a former member of our club (1999-2002) and was visiting with his wife, Betty.

Nominating Committee Announces Slate: The Nominating Committee (Beth Fitzsimmons, Patricia Garcia, Downs Herold, Ray Rabidoux), chaired by immediate past president Norman Herbert, announces the following slate of nominees for election at the Club Assembly meeting on December 6, 2006:

For Vice President/President-Elect 2007-08 (President '08-09): Jim Cook.

For Club Secretary, 2007-08: Downs Herold.

For Club Treasurer, 2007-08: John Ackenhusen.

For three Director positions, term of office July 1, 2007 through June 30, 2009: Wayne Colquitt, Maurita Holland, and Josie Parker.

This slate also will be announced at the club meeting this Wednesday (November 1). At that time, additional nominations for any of these positions may be made from the floor. Each floor nomination must be made by two club members and have the consent of the nominee(s), as provided in the Club Bylaws. If there are nominations from the floor this Wednesday, ballots listing the Committee’s slate and such additional nominees will be distributed, voted upon and tabulated, and winners announced, at the Club Assembly. If not, the nominations will be declared closed and the Committee’s slate will be elected by acclamation on December 6.

Thank-you note from a Jr. Rotarian: Following are excerpts from a note received by Milo White, chair of the High School Scholarships Committee. The note is from Julia Hawley, a scholarship recipient and a former Jr. Rotarian.

“Thank you for the scholarship money. I am now attending U-M and absolutely love it. Without the extra monetary support provided by the scholarship, I would not be able to enjoy my time at Michigan so much. The money helps pay the bills which means I do not have to work so many hours and I can devote more time to my studies. I appreciate this a lot. My success here at Michigan is owed to the Rotary Club...Thank you for introducing me to Rotary. I think it is a great organization and I look forward to joining it some day.”

Harpoon Lost in Cyberspace?: It appears that a few recent issues of the emailed Harpoon may not be reaching everyone on the address list. It may be due to some new spam filter at the recipient’s end or some problem on the distribution side. Please make sure that your system allows messages to be received from jtwhite@umich.edu. We will work on the sending problems.

In any case, current and past editions of the Harpoon are available on the website at <http://annarborrotary.org/harpoon.shtml> as .pdf documents and can be downloaded and printed from there.

“Every Rotarian – Every Year”: This annual campaign is about to begin in earnest. You will receive more information in the coming weeks but for now, please take a look at the EREY section of the The Rotary Foundation website, <http://www.rotary.org/foundation/development/annualprograms/erey.html> and retrieve the invoice marked “2” from the 1-2-3 bill you received from the Club in July. This invoice invites you to donate to the EREY program toward recognition as a Paul Harris Fellow. Our club is already off to a good start thanks to the contributions of over 60 members totaling over \$6,000 dollars.

Tree Planting: Although the weather was damp last Saturday, spirits were high and dry for the first session of tree planting this fall. Bill Stegath sent in a few photos.



Lost and Found Department: Left over from recent meetings are a green jacket with a blue lining and a black "Stanley Black" lined overcoat. They will be available on the coat rack at upcoming meetings.

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”