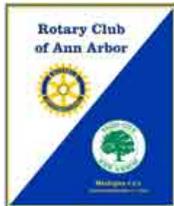


Harpoon for the Meeting of September 26, 2007

Note to email subscribers: If this newsletter does not display properly or should you wish to print a copy, the .pdf (Adobe Acrobat) version is posted on the Club website at <http://annarborrotary.org/harpoon.shtml>. Past copies are also available there.



Rotary Club of Ann Arbor for 2007-2008

Alphonse R. Burdi, President
James W. Cook, VP and President Elect
J. Downs Herold, Secretary
John G. Ackenhusen, Club Treasurer
David J. Keosaian, Endowment Treasurer
Ingrid B. Sheldon, Past President
David B. Williams, Sergeant at Arms

Louis M. Callaway, Jr., Director [2008]
Wayne N. Colquitt, Director [2009]
Barbara J. Debrott, Director [2008]
Maurita P. Holland, Director [2009]
Josie B. Parker, Director [2009]
Peter S. Wright, Director [2008]
John T. White III, Club Administrator
Donald J. 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>*

September is "New Generations" month on the Rotary calendar.

The Program for Wednesday, September 26, 2007

Speaker: Ronald M. Davis, M.D., President, American Medical Association

Topic: Rising Costs & Decreasing Access – Challenging Directions for U.S. Health Care

Our speaker, a Michigander, occupies a unique position as AMA President to analyze, worry, plan and talk about the future of health care in the Good Old USA. With rising health care costs and decreasing access to care constituting dangerous and unacceptable cross-directional trends, the challenges to devising and implementing state and national health care policies are substantial and daunting. Dr. Davis will share his insider's view on the AMA's advocacy initiatives and will be eager to listen to our concerns on these vital issues.

Introducer: Beth Fitzsimmons

Song Leader: Shelley MacMillan

Accompanist: Maurita Holland

Looking Ahead

September 29 (Saturday evening) – Our first social event of the 2007-2008 Rotary year will be an outing to hear the Ann Arbor Symphony Orchestra, local high school choirs and other musicians. For tickets, call 734-994-4801 and ask for ones reserved for the AA Rotary Club at \$15 each.

October 3 (Wednesday) – Our own Ray Rabidoux will speak to us with the topic, "Aging: Everybody's Doing it...Perspective on National and Local Trends, Challenges and Opportunities"

October 10 (Wednesday) - John Beilein, Head Coach. U-M Men's Basketball, will present, "Perspectives on Michigan Basketball, 2007--A Look to the Future"

October 17 (Wednesday) - Melissa Kesterson, Executive Director, Project Grow Community Gardens will speak. Her topic is, "Project Grow: Growing Community"

October 24 (Wednesday) – District Governor Audrey Chevalier will visit our club and address us after lunch.

October 31 (Wednesday) - Jochen Schacht, Director of the Kresge Hearing Research Institute and U-M Professor of Biological Chemistry in Otolaryngology will ask, "Can You Hear Me?"

The complete program schedule for October programs is on-line at <http://annarborrotary.org/october.shtml>. The programs for November will be posted at the end of the October.

News from the Meeting of September 19, 2007

We observed a moment of silence for longtime Rotarian Jack Shipman who died September 13.

Assistant District Governor Manish Mehta was in attendance again.

Vic Stoeffler gave a brief reflection on Rotary, the four-way test and our need to "get out of the stands and into the game itself."

Barbara Debrodt reported several Rotarians in the news: They include Dave McDowell, Tim Marshall, Bob Bolak, Michael Cole, Herb Amster and Ken Fischer.

Karen Kerry presented a most informative Rotary Minute, one of many more to come.

President Al reported the great news from the Endowment committee that our club's permanent endowment is now at \$1.3 million. "The winners are all the community groups we've been able to fund," said Al.

In the continuing "Rotary Works" series, Maurita Holland, who's in charge of publications and communications, named the people heading up public relations, member directory, the annual report, Rotarians in the news, vignettes about members and archives.

Lou Callaway said the fifth annual Golf and Tennis outing was a "fun-filled and financial success." We exceeded our net profit goal of \$45,000. Note: Details of his presentation are contained in an article later in this newsletter.

News from the Meeting of September 19, 2007

Joanne Pierson introduced Walter Kraft, vice president, Caponigro Public Relations, on "Understanding and Working with the News Media." No one, he said, is natural with the media, so how do we communicate



Walter Kraft

effectively? One way is to think like reporters and to maximize positive coverage opportunities. Preparation is the key; if possible, one should research the reporter and what one might be getting into. Walter showed a humorous clip of former TV star Bob Newhart when he was over his head with an aggressive reporter. We can best understand the news media by acknowledging that they have become more assertive in their approach, that they value "scooping" the competition and that they're under constant pressure to produce.

In media interviews, Walter stressed that you control what you say. Think about three key points, he said, and weave your key messages into each interview. You have to own the interview and you can do that by being excited, enthusiastic and having your message prepared. "You must have the energy to maximize your opportunities," he said, while urging use of MySpace, YouTube and blogosphere to also get one's message across.

President Al's thought for the day comes from Andy Rooney: "If your mind goes blank, be sure to turn off the sound."

Notes prepared by Don Faber, Harpoon editor. Fred Beutler provided the photograph of our speaker.

Meeting Statistics: Our reported attendance at today's luncheon meeting was 134 members. In addition, we were joined by four guests and two visiting Rotarians (ADG Manish Mehta of Ann Arbor Briarwood and Jim Campbell of Ann Arbor Briarwood). Early Wednesday morning, twelve members of the Board of Directors met. Just prior to

the luncheon, a total of 45 members participated in meetings of the Program, Strive, International Outreach and Membership Committees.

Other Notes of Interest

Birthdays: September 24 – Jill Arnold; September 25 – Pete Eberbach and Tom Kauper; September 26 – Gene Chang and Beth Fitzsimmons; September 29 – Deanna Relyea.

Make-up Cards from Roving Rotarians: Brad Bowersox (Ann Arbor North on August 16); Mark Ouimet (Chelsea on September 11 and Dexter on September 13) and Jack Walker (Damariscotta Newcastle ME on September 18).

Board of Directors News [as reported by Barbara Debrodt who was filling in for Secretary Downs Herold]: At its September 19 meeting, the Board 1) appropriated \$1000 to the Public Relations and Communications Committee for the re-design of our club website to make it more current and inter-active; 2) accepted with regret the resignations of Jim Berlucchi and John Hieftje; 3) learned from Club Treasurer John Ackenhusen that our current Operating Fund balance is \$68,775; 4) were informed by Endowment Treasurer Dave Keosaian that the Permanent Fund had a market value of \$1,380,398.65 on August 31, up \$8923.11 for the month. Endowment trustee Bernie Bedell noted that its distributions have grown from \$28,301 in 2003 to \$47,335 this year as a result of the fund's increasing value; 5) received a Golf Outing initial report from Lou Callaway who noted that more golfers, tennis players, and dinner attendees were up this year, and that the estimated profit of \$52,000 will be close to last year, despite the loss of a number of major donors who have left the area.



Golf Outing Report [extracted from the presentation made by Director Lou Callaway at the meeting on September 19]: In his report to the membership on the fifth annual event, Lou thanked Travis Pointe Country Club, Mike Grace and the Community High Jazz Band, all the sponsors, donors and participants and volunteers with special thanks to event coordinator Laura Lonergan and auctioneer Russ Collins. He noted that revenues from major sponsors were down but the number of tee sponsors increased to fill the gap. The numbers of golfers, tennis players and diners and were also up slightly. Preliminary figures show 125 golfers, 16 tennis players and another 84 that came just for dinner and the auction. Overall, 190 dinners were served. It appears that the final accounting will show that we exceeded our goal of \$45,000. Those funds will be used to provide tree replacements, student scholarships and support to the “Success by Six” program.



District 6380 Establishes Water Resources Committee [an article from Dan Romanchik]: District 6380 has formed a committee to coordinate projects relating to water resources. Eileen Heasley, who recently spoke to our club, is the committee chair. There is currently some information about the committee on the District website, and the committee will soon be setting up a more interactive site. Ideally, each club will have a liaison to the committee. The liaison for our club is Dan Romanchik. If you have any interest in the work or the committee or supporting these projects, please contact Dan.



Rotary Tutors - We Need You! [an invitation from Nick Lacy]: We are looking for some more volunteers for our Rotary Tutors program. Tutoring is a wonderful opportunity to make a direct impact on a child's life and get involved in our community. No experience needed. Tutors are paired with students who need some extra attention with their reading or math. The time commitment is 30 minutes or one hour, depending on your availability, once a week. You can pick your time, school (Angell or Burns Park) and your grade level. Subs are available for the occasional trip out of town or emergencies. Attendance credit is given for each tutoring session, and spouses are also welcome to participate. If you are interested in tutoring, or have any questions, please email me: nlacy@surovell.com. Thank you!

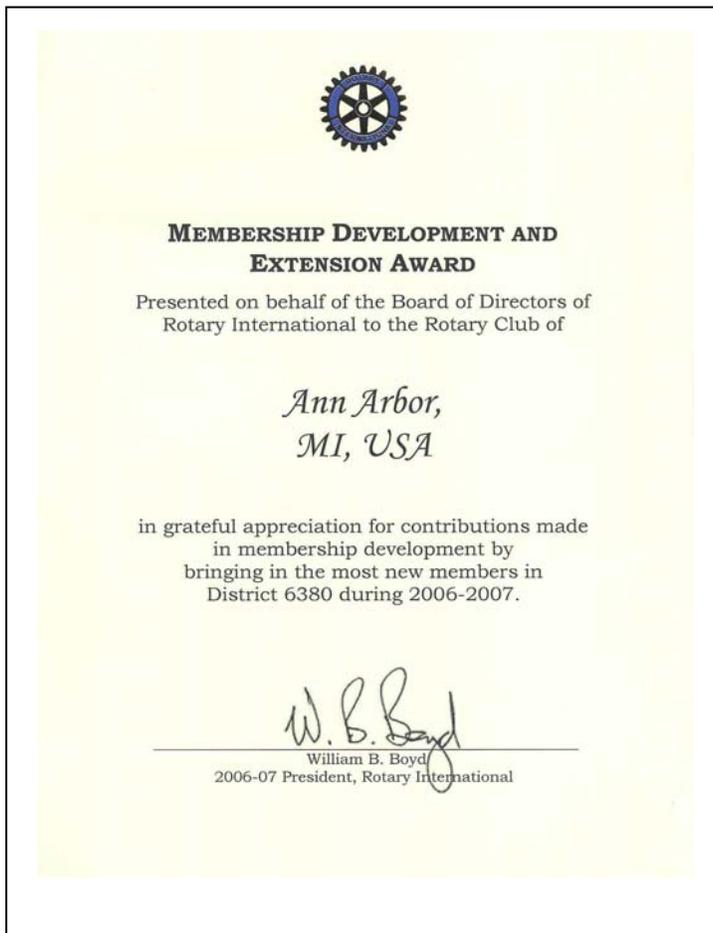


GSE News: The District GSE Committee has selected Mark Farlow, an architect and entrepreneur from the Birmingham Rotary Club to be the GSE Team Leader to Turkey in April 2008. Selection interviews for GSE team

members will be held this coming week.

Our Condolences to Dallas Dort: Hal Flynn has reported that Dallas' father, David Dort, has passed away. David was a long-time member of the Flint Rotary Club. Services will be Wednesday afternoon in Flint. Our thoughts and prayers are with Dallas at this difficult time.

Membership Development Award for Our Club: Pasted in below is the award we received from RI for bringing in the most members in our district during the 2006-2007 program year. Congratulations are due to the sponsors and the Membership Development Committee. The next class of new members will be inducted in November. Nomination forms will be due in mid-October. Details will be coming soon but the time is right to begin identifying candidates and bringing them to a meeting or two. For background information on recruiting, you can pick up a package from the bottom of the badge board or download a copy from our website at <http://annarborrotary.org/facts.shtml>.



Links of Interest: Below is a 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. One recent posting is about the 2008 Convention in Los Angeles:



<http://www.rotary.org/events/conventions/2008/>.

• **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 52 clubs in the counties of Washtenaw, Livingston, Oakland and Macomb in Michigan and Kent in Ontario. The district's monthly newsletter and other individual articles of district-wide interest are posted here.

• **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 a link to the website for the Russian visitors, Club brochure, current Annual Report, New Member Nomination Form, Committee Descriptions, synopses of upcoming programs and an archive of current and past Harpoons. Our club also sponsors the following Rotaract and Interact Clubs:

- **U-M Rotaract Club:** <http://www.umich.edu/~rotaract/>
- **Huron High Interact Club:** <http://www.aaps.k12.mi.us/huron.interact/home>
- **Pioneer High Interact Club:** <http://www.pioneerinteract.blogspot.com/>

“Rotary Shares”