



NOON FORMATIONSM

Newsletter of the Rotary Club of Hudson, Wisconsin

ROTARY CLUB OF HUDSON, WISCONSIN

Established 1951

NOON CLUBSM

<http://hudsonrotaryclub.org>

28 July, 2011

VISITORS LAST WEEK

Our Former Rotary Exchange Student
Francesca Spinelli

Speaker
Marty Foote

UPCOMING PROGRAMS

July 28 – Baseball Park Travels, by
Doug Stohlberg
August 4 – *Open*
August 11- Senator Herb Kohl

UPCOMING BIRTHDAYS

July 29 – Sarah Bruch

This year's theme & logo



Some Opportunities are Too Big to be Seen

Marty Foote from radio station KLBB in Stillwater shared some thoughts with us last week, concerning two big trends in our society. The first is the growth in population of older adults, with 10,000 per day becoming age 65. This segment controls 65% of the net wealth in the country, and intends to remain active for years – evidenced by the 24% planning to learn a new trade and 20% planning to start a new business.



The other big trend observed is the emergence of the “she-economy” - with 80% of buying decisions reportedly made by women. Other tidbits: 1/3 of women out-earn their husbands, and college graduates are largely women (3 women for every 2 men today).

Coupling these trends together points to the importance of “prime time women” - as a category of the population which requires more attention in marketing and other activities. These women represent a “golden age of opportunity” and intend to leave a legacy.

More of Marty's ideas and stories can be found at the klbbradio.com website. Of course, KLBB is also the local home of the world champion Green Bay Packers, so many of us will naturally be tuning in during the upcoming months.

Brazil – Group Study Exchange

A Rotary District 5960 GSE team will visit Rotary District 4550 in Bahia, Brazil, from April 8, 2012 – May 5, 2012. The focus of the exchange will be public policy, public health and economic development. Rotary offers this opportunity to spend a month living with local Rotarians and seeing the country in a way few will ever experience.

The teams will consist of four non-Rotarian professional or business people and a Rotarian team leader. Candidates must be engaged in a recognized business or profession on a full-time basis for at least the past two years. Employers must give permission for the candidate to participate BEFORE the interview process. Candidates must be between the ages of 25-45 years and must live or work within the limits of Rotary District 5960 and its clubs (St Paul, southeastern and central MN, parts of western Wisconsin). Applicants cannot be spouses or lineal descendants of current Rotary members. Applicants must be citizens of the United States of America. All applications must be received by your local Rotary Club by September 15, 2011, for submission to the District Office by September 26, 2011.

A once in a lifetime opportunity! Too good to be true! A life-changing learning experience! These are phrases past participants have used to describe Rotary International’s Group Study Exchange program.

Group Study Exchange (GSE) is a unique educational experience that furthers international understanding by providing an opportunity for outstanding business and professional people to study another country, its people, its culture and its institutions. Each GSE team visits a Rotary district in another country for four weeks. Team members stay in the homes of Rotarians, if possible, and follow an itinerary of educational and cultural points of interest. Travel and living expenses are covered during the exchange by The Rotary Foundation, Rotarians and Rotary District 5960.

CLUB MEMBERS

<u>NAME</u>	<u>CLASSIFICATION</u>	<u>BUS. PHONE</u>	<u>E-MAIL</u>
1 Chris Anderson *	Attorney	715-386-5551	canderson@heywoodandcari.com
2 Dan Bakken ¹³	Attorney	651-351-2137	dbakken@eckbergglammers.com
3 Sarah Bruch ⁶	Retail – Gift Shop	715-386-9450	sbruch70@gmail.com
4 Samuel R. (Sam) Cari. * *	Attorney - Real Estate	715-386-5551	scari@heywoodandcari.com
5 Steve Dzubay * ³	Newspaper Publisher	715-426-1054	publish@rivertowns.net
6 Ross Eib	Restaurant Management	715-386-9441	rosseib@Q.com
7 Shelli Erck *	Florist	715-386-2663	shelli.erck@gmail.com
8 Paul D. Gavic * *	Construction Manager	715-386-7450	paul@gavicconstruction.com
9 Dana Glade	Grocery Manager	715-386-8214	dglade@jerrysfoods.com
10 Gene Haberman	Retail Banker	715-386-9050	ghaberman@csbnet.net
11 Brian Hinz ⁵	Architect	715-386-8303	brianh@elliottarchitects.com
12 Eric G. (Rick) Johnson	Attorney - Criminal Law	715-386-4658	johnson.eric@mail.da.state.wi.us
13 Sonya Jansma	Accounting	715-386-2391	sjansma@larsonallen.com
14 Tim Jubie	Auto Dealership General Manager	715-381-3000	tim.jubie@hudsonchrysler.com
15Charles (Chuck) Ladd, MBA * ⁷	CPA, CFE - Fraud Examiner	715-386-6743	chasladd@tax-aid.com
16 Richard Lau	Law-Business	715-386-0100	rlau@redmonlaw.com
17 Dennis Lee *	Insurance Sales	651-439-2930	dlee@valleyagencies.com
18 John Malmbergr ¹¹	Commercial Banking	715-381-8330	jmalmberg@fa-bank.net
19 Rosemary Mansfield	Non-Profit -Membership/Marketing Director	715-386-1616	rosemary.mansfield@ymcastpaul.org
20 Daniel L. (Dan) Martens *¹	Energy Auditor	651-270-0091	danlmartens@gmail.com
21 Mary Mayer	Real Estate Loan Manager	715-386-2300	mmayer@westconsincu.org
22 Zach McCabe, DC ⁵	Chiropractor	715-386-7690	zdmccabe@yahoo.com
23 Tom McCormick	Attorney – Civil Litigation	715-386-6542	tom@mccormicklawoffice.com
24 Cory McIntyre	Student Services Director	715-377-3703	mcintych@hudson.k12.wi.us
25 Randy L. Morrissette II * ⁹	Liquor Management	715-386-1066	jakmitch@comcast.net
26 Wendy Peterson	Insurance Sales	715-381-9663	wendy@wendypeterson.com
27 John H. Potter	Arts Administration	715-386-2305	jpotter@thephipps.org
28 Kari Rambo ¹¹	Foundation President (Hudson Hospital)	715-531-6075	kari.k.rambo@hudsonhospital.org
29 Joel D. Skinner, Jr. * ^{4, 9}	Attorney - Patent Law	715-386-5800	jskinner@skinnerlaw.com
30 Eric W. Starr, MBA ^{7, 10}	Financial Advisor	715-386-4100	ericrotary@gmail.com
31 Douglas W. (Doug) Stohlberg * ⁹	(S.A.) Newspaper Management	715-386-9333	hsoeditor@rivertowns.net
32 Scott Wagner ⁴	Banking – Vice President	715-268-3286	jswagner@bremer.com
33 Ronald T. (Ron) Weiler *	Investment Broker	715-386-7337	ronald.weiler@edwardjones.com
34 Brian L. Young * ¹⁰	Funeral Director	715-386-2402	info@bakken-young.com
35 Jeff Zais ^{6, 10}	High Performance Computing	715-386-6424	jeff.zais@stanfordalumni.org
Verna Clark	Executive Secretary	715-386-7450	verna@gavicconstruction.com

Past President, * Paul Harris Fellow; Officers/Board: ¹ President ² President Elect/Sgt-At-Arms ³ Immediate Past President ⁴ Club Service ⁵ Community Service ⁶ Vocational Service ⁷ International Service ⁸ Program Director ⁹ Webmaster ¹⁰ Newsletter Co-Editors ¹¹ Membership ¹² President Elect Nominee ¹³ Youth Protection Office

THE 4-WAY TEST (first adopted by Rotary in January 1943): Of the things we think, say or do, 1) Is it the TRUTH? 2) Is it FAIR to all concerned? 3) Will it build GOODWILL and BETTER FRIENDSHIPS? 4) Will it be BENEFICIAL to all concerned?

Meetings: Every Thursday (except holidays) at 12:00PM Central Time (Noon) @ Hudson Golf Club on Carmichael Road, Hudson, Wisconsin
 Known in Hudson as the Noon Club . Club #2177 - in District #5960, Rotary Zone #27, Rotary Area #8. Established 1951.
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Our Mission Hudson Rotary is a fellowship of engaged members, generous in spirit, committed to improving the world around us.

Our Vision We are a growing and diverse club of active and involved members. Our meetings offer fun, fellowship, and programs that are informative and inspirational. The ideals of the four-way test are encouraged by open communication among the board of directors, club members and the community. Our leadership structure fosters continuity of club goals. We are dedicated to helping people and non-profit organizations through focused local and international projects. Our club mentors local youth. We support international exchange students and programs. All members are encouraged to contribute to the Rotary Foundation and become Paul Harris Fellows. Above all, our members live Rotary's motto—Service Above Self.