



the eye-opener

July 2008

LETTER FROM THE PRESIDENT

By Daniel T. O'Connor

What Is Rotary?

What is Rotary? I'd argue that this is the single most important question we Rotarians must answer. The answer you give will be the future lifeblood of this organization. It should be simple and straightforward, yet personalized. Think about it.... What will be your answer?

If you were not able to make it to the changing of the guard ceremony you missed the following Rotary facts:

- 100,000 limbs have been given to landmine victims through out the world by Rotarians
- 200,000 Wheelchairs (46,000 of which went to orphans in Africa) Through Polio Plus
- 500,000 people who can walk because of Rotary
- 250,000 alive today that wouldn't be
- Only 1313 people developed polio in 2007
- \$700,000,000 raised by Rotarians year to date for Polio Plus Including a \$100,000,000 matching grant from the Gates Foundation

My definition of Rotary is simple.... **An Organization that dramatically changes lives in our community and through out the world.**

What is yours?

Changing of the Guard



Congratulations to our new Paul Harris Fellows - Lynn Streeter & Lee Szymborski



2008 - 2009 Board of Directors

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WHERE CAN I GET MAKE-UP?

Go to www.mtsunriserotary.org or www.rotary.org for worldwide opportunities.



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 Tom Johnson - Pres. Elect
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 Sherry Farver
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 International: Andy Moss
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 Vocational: Deborah Simpson ✓

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 Dorothy Wahner* ✓
 Bill Wandsnider
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*Past President
 ✓ Paul Harris Fellow

**Rotary Clubs of Mequon – Thiensville
 Wrap-up Book Drive**

by Lee Szymborski

During the first two weeks of June, the two Rotary clubs of Mequon and Thiensville conducted a book drive, a joint project for the clubs. The collection campaign benefited Columbia St. Mary's "Reach Out and Read" program.

Reach Out and Read is a national program that promotes literacy for at-risk children through doctors' offices. The Reach Out and Read National Center reports that since 1989 "more than 50,000 doctors have given 20 million free books to America's youngest children living in poverty. Reach Out and Read reaches 25 percent of low-income U.S. infants, toddlers and preschoolers."

The Columbia St. Mary's program operates through its Family Health Center in Milwaukee located at North Avenue and Humboldt Boulevard. Children receive a new book each time they come in for a well-child visit. Children can enjoy new and used books in the waiting room and can take home a book at any time.

Donations of new or gently used children's and teenager's books were accepted. Rotary members also gave cash that was used to purchase new books.

In addition to the books contributed by members of the two Rotary clubs, Mequon residents also helped out. Residents were encouraged to participate in the drive by Mayor Christine Nuernberg, and a number of them dropped off books at Mequon City Hall.

The drive resulted in more than 600 books donated to Reach Out and Read.



L-R Lynn Streeter, Lee Szymborski, Linda Bendix, Carole Blaney

**Hetzel Culturally Challenged?
 You make the call!**

By Ned Ronnoco

Ask Gordon Hetzel if he is a culturally challenged and he'll say no as eats his bratwurst with chop sticks.

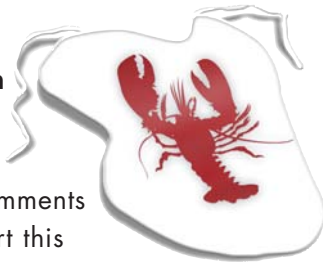


At a recent GSE dinner with the Korean team, located at a large white home with green shutters owned by Thomas Johnson the CVII in Bayside, Gordon Hetzel was seen reclining in a lawn chair eating bratwurst with chopsticks. When asked if he was culturally challenged Gordy responded, "Who me? I grew up in Milwaukee, the rest of the world is culturally challenged as far as I'm concerned!"

LobsterFest 2008

by Dorothy Wahner

Lobsterfest planning is now being held twice a month with **July 15th and 29th** as upcoming meeting dates. Activities that have been accomplished and comments about ways you can support this great fundraising event follow:



Silent Auction.

45% or 75 items have been received and entered onto the website for the silent auction. **If you are donating a skill or item or working on a package, please get those items in so that they can be highlighted on the website.**

PR/Promotion.

Save the date cards have been mailed and press releases are out. Flyers are available by pdf and are being circulated in the community. **You can use the flyer in an email to help with ticket sales and pass information on to potential attendees.**

Tickets.

Tickets are ready and will also be available at both Ozaukee Banks. Everyone will receive 10 tickets to sell, and **you are encouraged to begin selling right away. Hamburgers are offered for those who are allergic to or who may not purchase a ticket if they did not have an option but must be tracked.**

Committee Chairs.

Chairs are being asked to write up a description of what their role involves, vendors they are working with (if applicable) to be used as a guide for the following year and to be used for recruiting Chairs and Co-Chairs.

Thanks to committee members and to all members for their support and help in making this a fantastic event.

Wine Tasting

by Amy Sterkenburg

A new fundraiser is being planned for Wednesday, November 12, 2008. A wine tasting event will be held at Worzella Photography, Inc. at 7606 West Mequon Road, Mequon. (Northwest Corner of 76th Street and Mequon Road). Look for more information to follow. If you would like to help organize this event contact Amy Sterkenburg at 262-242-3663.

Save the Date!!

Concerts on the Green Return to Rotary Park

Come enjoy seven Wednesday evenings at Rotary Park, 5000 West Highland Road. The schedule is given below as well as the featured entertainment. The programs are free and start at 6:30 PM.

July 9 Florentine Opera

July 16 Eddie Butts Band (jazz, pop and R & B)

July 23 Pat McCurday (singer-songwriter with off-beat sense of humor)

July 30 Dante's Bop (mix of country, rockabilly, pop and jazz standards)

August 6 Kerry McConaway and the Element (rockin' country)

August 13 Movie: National Treasure 2: Book of Secret

August 20 Movie: Ferris Buehler's Day Off.

These programs are sponsored by the Mequon Parks Department in cooperation with Gathering on the Green and the Mequon Community Foundation.

**CONCERTS
ON THE
GREEN**

Mequon-Thiensville Sunrise Rotary

c/o Patton Printing Ltd.
12308 N. Corporate Parkway, Suite 250
Mequon, WI 53092

Mark Your Calendars

July 4Regular Meeting Cancelled
July 15.....Lobster Fest Planning Meeting
July 17Board Meeting
.....7:00 am @ City Hall
July 29.....Lobster Fest Planning Meeting
August 22.....Lobster Fest Set Up
August 23Lobster Fest Fundraiser
November 12.....Wine Tasting Fundraiser
.....Worzella Photography

SPEAKERS FOR GENERAL MEETINGS

July 4no meeting
July 11Mary Beth Growney-Selene
.....Rotary Internat'l Foundation
Thought of the dayEric Strande
July 18Wendy Kamerling
.....Aligning Business Processes
Thought of the dayLynn Streeter
July 25Marilyn Gierczak
.....Interfaith Congress
Thought of the dayLee Szymborski
August 1Amy Kuba
.....Veterans Affairs
Thought of the dayBill Wandsnider
August 8Leo Brideau, CEO
.....Columbia St. Mary's
Thought of the dayChuck Zamora

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