

# SPOKES

The weekly newsletter of the Oshkosh Rotary Club

A Proud Tradition of Service Leadership

Club Number 2752  
District Number 6270

[www.oshkoshrotary.org](http://www.oshkoshrotary.org)  
Contact the Editor: [alyson.zierdt@gmail.com](mailto:alyson.zierdt@gmail.com)

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## February 8, 2010:

**Call to Order:** Larry Schultz, President  
**Prayer & Pledge:** Sherry Lynch  
**Today's Program:** Winnebago County Day Report Center  
**Today's Speaker:** Terri J. Gerner



## February 1, 2010:

Larry Schultz, President, opened the meeting and welcomed all Rotarians and guests. Melissa Kohn led the club in the opening prayer & pledge.

### VISITORS AND GUESTS: *Introduced by Dan Schoenrock, Sergeant-at-Arms*

**Southwest Rotary-** Barb Herzog; Bill Thimke; Ken Friedman.  
**Morning Rotary-** None  
**Out of Town Visitors-** None  
**Guests of Our Club-** Stew Rieckman (speaker); Kris Larson (prospective member); Alyssa Frees (student guest); Ben Ottum (prospective member).  
**Guests of Members-** Sean Fitzgerald, guest of Sue Panek.

Dan Schoenrock reported that on this date in 1861, Texas voted to secede from the Union; in 1893, Thomas Edison completed work on the first motion picture studio in West Orange, NJ; in 1920, the Royal Canadian Mounted Police was established; in 1979, newspaper heiress Patty Hearst left a federal prison after her prison sentence for bank robbery was commuted by President Carter; in 1999, former White House intern Monica gave a deposition to be viewed by senators weighing impeachment charges against President Clinton; in 2003, the space shuttle Columbia broke up during re-entry, killing all seven crew members; and in 2004, Janet Jackson experienced a wardrobe malfunction during the Super Bowl halftime show. Singer Don Everly is 73; actor Sherman Hemsley is 72; Princess Stephanie of Monaco is 45; Lisa Marie Presley and Pauly Shore are 42; and Clark Gable who died at age 59 in 1960, would have been 109.

Sue Panek introduced Sean Fitzgerald, the chair of this year's United Way Campaign, who thanked all club members for their support of this year's campaign; final results will be announced shortly.

### MARKET REPORT:

Tom Harenberg began his report with the positive performance of Oshkosh Corporation stock, and reminders that the Army's decision is due within the next 9 trading days, and that Oshkosh Corporation is holding its annual shareholders' meeting this week Thursday, February 4<sup>th</sup>, 10 am at the Oshkosh Convention Center.

Semiconductor stocks have found considerable support this session. Their rebound from steep, back-to-back losses this past Thursday and Friday, both of which exceeded 3%, has been helped by news from the Semiconductor Industry Association that global chip sales in December surged 29% year-over-year. The surge helped 2009 turn out better than many had expected. The Philadelphia Semiconductor Index is currently up 2.2%, which puts it ahead of the major indices. Some of the biggest movers in the space include Applied Micro Circuits (AMCC 7.94, +0.61), Vishay Intertechnology (VSH 7.94, +0.40), Cypress Semiconductor (CY 10.67, +0.62) and Amkor Tech (AMKR 5.99, +0.30). Health care stocks have lagged this entire session. Though the sector is in positive territory, it is up just 0.1% at the moment. Boston Scientific (BSX 8.51, -0.12) is among the sector's weaker performers this session. As part of a settlement over three patent disputes with Johnson & Johnson, Boston Scientific will pay \$1.725 billion to J & J. Boston Scientific is scheduled to pay its latest quarterly results late next week. Humana (HUM 47.79, -0.83) has also weighed on the health care sector this session. The company posted in-line earnings results for its latest quarter and even though it hiked its outlook for 2010, the forecast still comes short of Wall Street's expectations for 2010. *cont'd next page*

*Cont'd from prior page* At midday, the Dow was up 104.59 (1.04%); the Nasdaq was up 17.72 (0.83%); S&P 500 12.76 (1.19%), and 10-year bond up 0.45. Tom ended with these words of wisdom: "Balloon prices were inflated". Ouch.

## **GOOD NEWS/HAPPY DOLLARS/ANNOUNCEMENTS:**

*(Contributions are made to Friends of the Oshkosh Senior Center and the Oshkosh Food Bank.)*

- Bill Bracken announced that the February raffle stands at \$60.
- Frank Tower gave happy \$\$ because he has just started a new position with Hoffmaster. As a result, he is looking for someone to take over his Rotary responsibility as coordinator of the PALS activities. Frank described the job as not too time consuming, and lots of fun.
- Frank gave more happy \$\$ because of the fantastic concert presented by the Water City Chamber Orchestra yesterday; the next concert is March 20<sup>th</sup>.
- Larry Schultz threw in happy \$\$ if Frank would reveal his performance playing a game of basketball musical chairs with the middle schoolers at South Park last week; Frank admitted that it was pretty dismal.
- Sue Panek gave "thank you" dollars in appreciation for Sean Fitzgerald's hard work on this year's United Way campaign, and more in appreciation for the club members who have served in that role over the years.
- Byran Bartow contributed \$10 to Polio Plus in honor of Kathy Propp, who generously gave of her expertise to help him with a recent hire.
- President Larry Schultz reminded members of the District Conference coming up in Green Bay from May 14<sup>th</sup> – 16<sup>th</sup>.
- President Larry also reported that the essay contest for our PALS school students has now been organized, in cooperation with teachers from the school. Students will be asked to write a 500 word essay on the Rotary 4-Way Test and how it relates to handling bullying behavior. Essays are due the end of this month; cash prizes from \$25 to \$100 will be awarded, and the students will be invited to a meeting to read their winning essays.
- President Larry also announced that there will be no meeting of the Rotary Morning Club this week.

## **STATUS - SHELTER BOXES FOR HAITI:**

Michael Cooney reported that 200,000 tents are needed for extended "short term" housing in Haiti. The Shelter Box organization, as Cathy Zimmerman described last week, provides the tent, capable of sheltering 10 people, and stocked with water purification and other essential goods. Each Shelter Box costs \$1,000. Following last week's appeal, Michael told us that our Oshkosh Rotary Club Endowment Fund has raised enough from club members for one Shelter Box, and is only \$170 short of purchasing a second one. He asked club members to make up that shortfall now. *Note: by the end of the meeting, Michael announced that the \$170 had been raised and exceeded by \$220.*

## **NEW START SCHOLARSHIP PROGRAM ENGAGEMENT PLAN:**

Michael Cooney informed club members that we had two students accept scholarship funds last semester, and that so far, no one has for the second semester. To help make us seem less "scary" to the students, Michael and the scholarship committee have come up with a plan:

- January: New Start students were hired by Michael's business for a TV commercial shoot.
- February: New Start students have the opportunity to be used as models in a photography class.
- March: 5-6 Rotarians volunteer to go to lunch at the New Start classroom.
- April 19<sup>th</sup>: New Start students join us for lunch.
- May: scholarship applications are due for the 2010 fall semester.

The students need to meet community service requirements as a condition of graduation, and Michael asked that all of us help in identifying and developing those opportunities, so the New Start students can become involved in them. Communicate any such opportunities to Michael.

## **STUDENT GUEST:**

Teresa Van Aacken introduced Alyssa Frees. Alyssa is a senior at Valley Christian High School, and has been a student in the different levels of Valley Christian since pre-school. She has been involved in sports for her whole life, and now plays basketball, soccer, and volleyball. She was invited to join the Fox Valley Thunderball volleyball club team. Keeping up with school and her sports activities have developed good time management skills, she believes. In the summers, she has volunteered with the Oshkosh Humane Society. She will be attending college next year in Michigan, on a volleyball scholarship, and plans a career as a physical therapist.

## CLASSIFICATION TALK - DAN SCHOENROCK:

Dan is a New London native, the youngest of 7. His dad was born in 1898, and served in the Navy in both World Wars. His grandmother was a Scoville, an interesting woman who was a member of a KKK group in New London, which she considered a social club. Dan is a UWO graduate; while in college, he and friends had an eventful road trip from Oshkosh to Acapulco, Mexico. Dan worked in Dallas at one time, where he had the opportunity to serve as foreman of the jury in the federal case dealing with the mandatory retirement age for airline pilots. Another significant road trip came in 2002, when he flew his 97-year-old mom and his sister to California for the opening of the Ruth McGowan (his mom) Group Home, opened through the efforts of relatives in an area near San Francisco. The last significant road trip Dan shared with us was the most dramatic – vacationing in New Orleans when Hurricane Katrina hit the city. After declining an offer of shelter in the Superdome, Dan and his family members helped board windows in the hotel, watched looting and got one of two busses that left the city for Houston. Back in Oshkosh, Dan solicited a donation of 40 hospital beds from Bethel Home; raised local donations to buy the mattresses; and arranged for shipping and delivery to New Orleans. In 2004, his wife, Joyce Anderson, bought Midwest Business Interiors from Oshkosh Office Systems. Joyce also works buying and selling antiques, in design, and as an antique appraiser. A tree-trimming accident in October 2008 led to Dan's joining Rotary – he said that his personal philosophy has always been the 4-Way Test, and that he realized he can't do everything associated with being of service by himself.

Larry will be presenting Dan's blue badge next week, as this was his last activity to complete under the Red Badge requirements for new members.

## February 1, 2010 – MEETING REVIEW:

Speaker: Stew Rieckman  
Title: "State of the Newspaper"

Lisa O'Halloran introduced Stew Rieckman, General Manager and Executive Editor of *The Oshkosh Northwestern*.

Stew began by saying that the newspaper business is grounded in the First Amendment, but not insulated from economic conditions. Last year, the paper experienced an 18% decrease in revenues, better than some other papers with decreases in the 30% range, but still requiring expense cuts. The two places the paper can cut costs is in the paper used and the people. Difficult staff cuts were made, and changes to the paper's visual presentation, like reduction in width of the pages, were implemented. Expenses were decreased in 2009 by 17.5%. The paper's best advertising customers are traditionally in the real estate, automotive and retail areas – all hard hit by the recent recession. Over the past few years, the paper has reduced its reporting staff from 9.5 FTE's to 5, with the result being that coverage is reduced.

The Internet has had a significant effect on newspapers. Some papers have made the mistake of approaching their online version as if it were the paper, but here, the approach is that they need to be two distinct products. Circulation for *The Northwestern* fell 2.9% in 2009, again better than that experienced elsewhere – but not good. Funding was restored to efforts to get new subscribers, and 2010 plans a 1.5% growth. *The Northwestern* is still dominant in its market – it reaches 80% of its market, through both online and print versions, for five and a half days a week.

Although the conventional wisdom is that the newspaper industry is doomed, he disagrees – and is of the opinion that, "There will always be an *Oshkosh Northwestern*". Stew has not heard any serious discussion internally about consolidating the Fox Valley papers into one "Fox Valley" publication, but thinks that, if such a thing were to happen, it would have been last July, with other reorganization changes. He is also pleased with the success of the "Community Newsroom", which gives area non-profits the opportunity to tell their stories and get printed, and with being able to help those organizations share good news with the community.

## UPCOMING EVENTS:

February 5, 2010 "Patchwork – the Little House Life of Laura Ingalls Wilder", 9:30 am & 12:30 pm, Alberta Kimball Auditorium.  
 February 18, 2010 Oshkosh Chamber's Economic Outlook Breakfast, contact Karen Boehm at Chamber for info.  
 March, 2010 "Rooms of Blooms", Fridays, Saturdays, Sundays at the Paine; see [www.thepaine.org](http://www.thepaine.org) for details.  
 March 20, 2010 "Season Finale: Reflections & Dances", Water City Chamber Orchestra, 7:30 pm, UWO Music Hall.  
 March 20, 2010 "Is Oshkosh Smarter than a 5<sup>th</sup> Grader?", Oshkosh Area United Way fundraiser, 4-6 pm, at Lourdes High School.  
 April 9, 2010 Oshkosh Area United Way "Day of Caring", 7:30 am to noon.  
 April 29, 2010 "Power of the Purse" Luncheon of The Women's Fund of the Oshkosh Area Community Foundation, 11:45am -1pm at EAA, guest speaker: Erin Brockovich.  
 May 14-16, 2010 Rotary District 6270 Conference, Green Bay, details at [www.catchtherotaryball.org](http://www.catchtherotaryball.org)  
 June 20-23, 2010 Rotary International Convention, Montreal, Quebec, CA, details at the RI website, link from ours.

|                | <b>FUTURE MEETINGS:</b>   | <b>PRAYER &amp; PLEDGE/GREETER:</b> |
|----------------|---|-------------------------------------|
| <b>Feb 15</b>  | OACF & Community Visioning Process  | Gregg Underheim                     |
| <b>Feb 22</b>  | The Theory of Everything: The Built Environment & Human Behavior                  | Kathy Markofski                     |
| <b>March 1</b> | Rotary District Conference – Everything You Wanted to Know but were Afraid to Ask | Kim Molitor                         |

## 4-Way Test:

Mike Audit led the club in the Four-Way Test to conclude the meeting.

*Message from the editor: Like my predecessor, I am shorthand-challenged. I apologize for any errors when reporting announcements, good news, happy dollars, etc. It would be helpful, and reduce my reporting errors, if you would email or provide me a hand-written copy of the information that you would like to see in **Spokes**. Thanks for your cooperation. – Alyson Zierdt*

**Four Avenues of Service**

The term "Four Avenues of Service" refers to the four elements of the Object of Rotary: Club Service, Vocational Service, Community Service and International Service.

Although the Avenues of Service are not found in any formal part of the constitutional documents of Rotary, many Rotarians use this concept to describe the primary areas of Rotary activity.

Club Service involves all of the necessary activities Rotarians perform to make their club function successfully. Things like taking attendance, keeping records and raising money come under this Avenue of Service.

Vocational Service describes the opportunity each Rotarian has to represent the dignity and utility of one's vocation to the other members of the club, as well as the responsibility of the club to undertake projects related to such areas as career planning, vocational training, and the promotion of high ethical standards in the workplace.

Community Service pertains to those activities that Rotarians undertake to improve the quality of life in their community. It frequently involves assistance to youth, the aged, the disabled, and others who look to Rotary as a source of hope for a better life. When we are volunteer readers at Lincoln School, when the club pays to send grade school students to the symphony, when we raise money for the Literacy Council we walk this Avenue of Service.


The Fourth Avenue of Service, International Service, describes the many programs and activities that Rotarians undertake to advance international understanding, goodwill, and peace. International service projects are designed to meet humanitarian needs of people in many lands. Our most obvious international service is our connection with the orphanage in La Molina, Peru. Half the money from our table goes toward the eradication of polio through RI's Polio Plus effort. So even here in Oshkosh we are working internationally through the connection of Rotary.

When a Rotarian understands and travels down the Four Avenues of Service, the Object of Rotary takes on an even greater meaning.

*From the District newsletter October 2006*

Rotary

s o n g



R-O-T-A-R-Y  
That spells Rotary!

R-O-T-A-R-Y  
Is known on land and sea!  
From North to South

From East to West  
(S)he profits most  
Who serves the best  
R-O-T-A-R-Y  
That spells Rotary

**2009-2010 Leadership  
Rotary International**

John Kenny, **President**  
Learn more at [www.rotary.org](http://www.rotary.org)

**District 6270 Officers**

William Wresch, **District Governor**  
Paul Decker, **District Governor-Elect**  
Nancy Rhodes, **District Governor-Nominee**

**Oshkosh Rotary Board:  
Club Officers:**

Larry Schultz, **President**  
Teresa Van Aacken, **President-Elect**  
Lisa O'Halloran, **President-Nominee**  
Sherry Lynch, **Secretary**  
James Stahl, **Treasurer**  
Dan Schoenrock, **Sergeant at Arms**  
Steve Schmuldach, **Past President**

**Club Directors:**

Directors serve three-year terms. The Board meets the 2<sup>nd</sup> Wednesday of the month at 7:30 a.m.

- Steve Arndt (2010)
- Casey Zaniewski (2010)
- Alyson Zierdt (2010)
- Paul Narveson (2011)
- John Schatz (2011)
- Bill Bracken (2011)
- Jeff Gilderson-Duwe (2012)
- Petra Roter (2012)
- Karen Schibline (2012)

**Key Contacts**

Alyson Zierdt, **Spokes editor**  
Lori Renning, **Fundraising director**  
W. Robert Bruce, **Pianist**

**Four Areas of Service (Directors)**

- Club Service**  
To be determined.
- Community Service**  
To be determined.
- Vocational Service**  
To be determined.
- International Service**  
To be determined.

**Oshkosh Rotary Club  
Past District Governors**

- Cathy Zimmerman (2003-2004)
- John Kerrigan (1999-2000)
- A. John Wiley (1994-1995)
- Charles F. Nolan (1972-1973)
- Frederick L. Caudle (1965-1966)
- George Nevitt (1952-1953)
- Jasper Lockart (1933-1934)

meeting  
**make-up**  
schedule

To view all District 6270 club schedules, visit [www.Rotary6270.com](http://www.Rotary6270.com) or visit [www.RotaryClubOne.org](http://www.RotaryClubOne.org) to make up a meeting at any time.

|           |            |                     |                          |
|-----------|------------|---------------------|--------------------------|
| Monday    | 7:15 a.m.  | Appleton Breakfast  | Riverview Country Club   |
| Monday    | Noon       | Fond du Lac         | Holiday Inn              |
| Monday    | 5:30 p.m.  | Berlin              | Berlin Family Restaurant |
| Tuesday   | 12:10 p.m. | Appleton            | Paper Valley Hotel       |
| Wednesday | Noon       | Oshkosh Southwest   | Robbins                  |
| Wednesday | Noon       | Menasha             | Waverly Beach            |
| Thursday  | 7:00 a.m.  | Fond du Lac Morning | Ramada Hotel             |
| Thursday  | Noon       | Neenah              | Valley Inn               |
| Friday    | 7:00 a.m.  | Oshkosh Morning     | City Center Hotel        |
| Friday    | Noon       | Appleton West       | Holiday Inn              |

**Rotary 4-Way Test**

- 1** Is it the TRUTH?
- 2** Is it FAIR to all concerned?
- 3** Will it build GOOD WILL and better FRIENDSHIPS?
- 4** Will it be BENEFICIAL to all concerned?

