



**THE
BETTENDORF
ROTARY
CLUB NEWS**
Bettendorf, Iowa, Rotary Club
April 30, 2014, issue

Next meeting:

Wednesday, May 7, 2014, at the
Fortune Garden Restaurant

**Meet Davenport's Junior
Theatre director...**

Daniel Sheridan, artistic director of
Davenport Junior
Theatre and
performing arts
supervisor for
Davenport Parks
and Recreation, is
the scheduled
speaker for the
May 7 meeting.



Daniel has been involved in theatre for most of his life. A Davenport West High School graduate, he was a member of Davenport Junior Theatre in his middle and high school years.

He received his B.A. in theatre from St. Ambrose University, where he acted, designed and directed. During that time, he spent a semester at the University of London Queen Mary studying performance art. He earned his M.F.A. in acting at the University of Connecticut.

Daniel's credits include acting and directing with several theater companies in Connecticut and Minnesota.

Last meeting:

Wednesday, April 30, 2014



**Brad: 'What does
branding mean?'**

At the April 30 meeting, our own **Brad Morrison**, owner of Riverbend Signworks, attempted to answer the question, "What does 'branding' mean?"

After noting that branding could be described as "how you want the public to think of (your business or organization)," Brad differentiated the strategic concept of branding from advertising, a tactic that grows out of it. He used an easy-to-follow Q&A matrix – passing copies through the room – to guide a kind of

conversation with members present to discuss such issues as:

→What do you want to portray about ... your business? (Is it high-tech, fun, stylish, professional, trustworthy, innovative, quirky...?)

→What factors might impact the impression of your brand? (Colors, type fonts, music in the showroom, style, cleanliness, the way employees interact with customers...?)

→What communication channels do you use to project your brand? (Mass media, direct marketing, vehicle signs, apparel, invoice messages, social media...?)

→Do your communication channels and the messages you send on them match with the impression you want to make about your brand?

Throughout the presentation, BRC members freely added to the discussion, contributing comments about their own brand identities; for example:

→**Jay Willsher**, UnityPoint – Trinity: “We now describe what we do as ‘Care Coordination’ – individual help for our patients.”

→**Mayor Bob Gallagher**: “Our city workers are passionate about service” to the city’s residents.

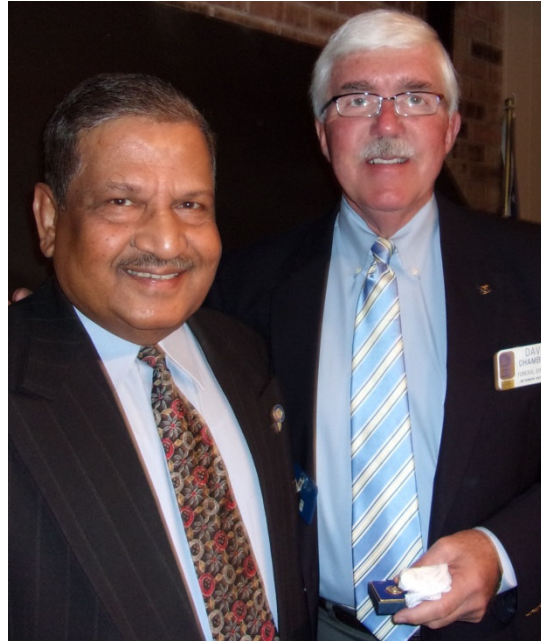
→**Decker Ploehn**, city manager: “Our cops will show up.”

New member induction...



→**Will Doland** was inducted by **S.K. Nanda**. Will is the second-generation owner of Doland Jewelers on Elmore Avenue. The family business also operates a store in Dubuque. Will and his wife are parents

to a daughter, 5, and son, 3. **George Daugherty** is Will’s sponsor.



Presentation...

→**Paul Harris + 1: S.K. Nanda** presented **Dave Chambers** his second in the series of Paul Harris Fellowship pins, the “PHF + 1 ruby,” signifying that Dave has contributed \$2,000 to the Rotary Foundation.

S.K. noted that spending on the Rotary Foundation’s most ambitious project – Polio Plus, which strives to rid the Earth of polio – has topped \$6 billion. “The largest donor to this effort,” S.K. said, “is the U.S. government, which has contributed \$205 million this year,” and a campaign total of \$2.3 billion.

Announcements...

→**LobsterFest**: In two weeks, on May 14, **President Chelsea Powers** said, **all LobsterFest committees** – plus other members who want to help– will meet together beginning at 11 a.m. in the Fortune Garden dining room.



LobsterFest ticket sales are going so well that only about half of the 300 tickets are still available, according to **Penny McGimpsey**. She urges sponsors who want extra tickets for guests at the sponsor's table to coordinate with her ASAP. Tickets go for \$75 each or \$520 for a table of 8. To order or reserve tickets, contact **Penny McGimpsey (333-2649 / pmcgimpsey@gctimes.com)**, **President Chelsea Powers (468-4053 / cpowers@holmesmurphy.com)** or **Secretary Johanna Smith, ([Johanna M Smith@hotmail.com](mailto:Johanna_M_Smith@hotmail.com))**.



→SPONSORS, AS OF APRIL 30:

Gold sponsors (\$2,500): HyVee; OnMedia/Mediacom-John Pauly; *Quad-City Times*-Debbie McAllister, THE National Bank-**John DeDoncker**

Silver sponsors (\$1,000): Ascentra Credit Union-**Jennifer Naeve**; Bowe Machine-**Simon Bowe**; Humana-Tifani Foster; Iowa-American Water-**Richard "Ozzie" Oswald**; McGinnis-Chambers Funeral Home-**Dave Chambers**; Professional Touch Cleaning Services-**Diane Ricketts-McCool**; RJS & Associates-**Dick Schillig**; Weerts Funeral Home-**Dave Deuth**; Werner Restoration-**Brent Werner**; WOC Radio 1420-Dan Kennedy

Bronze sponsors (\$500): Bush Construction-**Tom Bush**; Califf & Harper, Attorneys at Law-**Frank Mitvalsky**; Dimitri Wine and Spirits; Estes Construction-**Jeff Hill**; Gallagher, Millage & Gallagher, PLC-**Bob Gallagher**; **George Coin**; Holmes Murphy & Associates-Jeff Scarpinato; HomeInstead Senior Care-**Steve Habenicht**; Mama Bossos; Mel Foster-**Brad and Andrea Boeye**; Midwest Seafood-Jeff Melchert; Rainbow International-**Mike Lizak**; Results Marketing-**Todd Ashby**; Senior Star-**Andrea Martinez**; Steve's Mirror & Glass-**Jerry Felsing**; **Sharon & Brad Sarver**; Swiss Valley Farms-Lauren Van Speybroeck; Wells Fargo Advisors-**Rich James**

The meeting opened...

After calling the meeting to order, **President Chelsea Powers** led the recitation of the 4-Way Test. **Tom Howard** – accompanied by pianist **Ruth Symmons** – led the singing of the day's patriotic song, "America the Beautiful."

After Moments of Reflection – during which we learned **Chuck Mooney** has been hospitalized, as has **Brad Morrison's** mother-in-law – the singing continued with "That Rotary Wheel" and "Smile – Sing a Song."

Secretary Johanna Smith

introduced:

Visiting Rotarian:

PDG Bill Tubbs, North Scott Rotary

Guest:

Pianist Ruth Symmons

Total attendance was 52 Bettendorf Rotarians, 1 visiting Rotarian and 1 guest.



Jon Ryan

Happy \$\$...

(Named in honor of the late Bettendorf Rotarian, punster, jokester and all-around good guy)

President Chelsea collected \$230 with bonus \$\$ coming from: **Amber Castro** – \$32 because her daughter turned 2, and “my young husband finally reached 30”... **Bill Daley** – 20th anniversary... **Dr. Tom Olson** – finally, a boy in the family of 3 daughters and 2 granddaughters: “He’s a cute little black Springer spaniel”... **Glenn Kass** – upon returning from family business on the East Coast, happy to note that the winner of the Boston Marathon will be running in the Bix 7 this summer... **John Sherrick** – this evening slated to be recognized as Discussion Leader of the Year by the North Carolina Society of CPAs... **Sharon Sarver** – thanks to **Decker Ploehn**, who served as MC and auctioneer, Family Services raised more than \$120,000... **Ann Kappeler** – completing 22 years with the American Red Cross, from which she will retire July 31... **Decker Ploehn** – “Family Resources did all the work – I just stood up front and talked.... Oh, and stay off 18th Street (where it’s being repaved).”

In other BRC news...



➔**International Service:** The International Service Committee held its initial meeting just before the general meeting on April 23. Under the chairmanship of **Dimy Doresca**, it also includes **Steve Piart, Dawn Saul, Tim Lane, Kristine Stone** and **Fred Anderson**. Committee members reviewed the new rules and procedures for carrying out a service project abroad. After doing some research, they will share information about past projects completed with BRC sponsorship.



➔**BRC grant \$\$ at work:** On Arbor Day, April 25, the new playground at Veterans Memorial Park on 23rd Street received two new Triumph Elm trees,

thanks to a BRC Charitable Giving grant to Trees R Us, the citizen-advisory committee on trees to the Bettendorf Park Board. **Mayor Bob Gallagher** (second from right) officiated.

Upcoming meetings...



... Thanks to program chair **Scott Naumann**, scottn@midlandco.com, 445-4260:

May 7: Daniel Sheridan, artistic director of Davenport Junior Theatre and

performing arts supervisor for Davenport Parks and Recreation

May 14: Vera French Mental Health Center

May 21: Clair Peterson, director, John Deere Classic

May 28: Bob Fox, director, Mississippi Valley Fair

June 4: Mark Heinzman, Niabi Zoo

June 11: Nicole Kelly, Miss Iowa 2013, and the 2014 Miss Iowa contestants: special luncheon at The Fountains

June 18: LobsterFest roundup and recognition

June 25: Rusty Boruff, www.the180zone.org

July 30: Jodie Kavensky, Norma-Leah Ovarian Cancer Foundation

Aug. 27: Dr. Dennis Marchiori, chancellor of Palmer College of Chiropractic

Missing today...

(Number in parentheses: total meetings missed since July 1, 2013):

Adams (35), Arndt (28), Bibik (24), Boeye (27), Bowe (39), Brown (41), Bush (37), G. Coin (19), H. Coin (8), Deuth (19), Dickson (27), Doresca (4), Eikenberry (29), Ellstrom (42), Featherstone (19), Felsing (17), Franks

(30), Gause (20), Glass (16), Gudgel (26), Habenicht (23), Hartsock (22), Hassel (20), Hill (8), Hinton (39), Hipple (27), Hurd (12), Kellenberger (21), Kennedy (39), Kraft (5), Lane (2), Larsen (21), Limberg (24), Lizak (24), Loweth (20), McWilliams (36), Mannix (23), Martinez (2), Marvin (27), L. Miller (24), Naeve (17), Naumann (4), Nelson (41), Ricketts-McCool (23), Ross (14), Salm (32), Saul (6), Scranton (35), Sorenson (20), Vollbrecht (33), Werner (34), Windmillier (15), Worley (42)

Make up at another QC club...

Monday, noon:
Davenport – The Outing Club

Monday, noon:
Moline – Trinity Lutheran Church, Moline

Monday, 6 p.m.:
Quad Cities Illinois – Arbor Village Club House, Moline

Tuesday, 7:15 a.m.: River Cities – Brothers Restaurant, Rapids City

Tuesday, noon: Rock Island – QC Botanical Center

Wednesday, noon: Bettendorf – Fortune Garden Restaurant

Wednesday, 5 p.m.: Mini Meet – Lunardi's Restaurant, Davenport

Thursday, 7 a.m.: Iowa Quad Cities – The Lodge, Bettendorf

Thursday, noon: East Moline – Christ United Methodist Church

Thursday, noon: Milan – Pinnacle Country Club

Friday, noon: North Scott – Steeplegate Inn, Davenport



BRC News staff...

Editor, reporter, photographer:
Fred Anderson...

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For more on Bettendorf Rotary Club:

<http://www.bettendorffrotary.com/>

For more about Rotary International:

<https://www.rotary.org/en>