



# THE BETTENDORF ROTARY CLUB NEWS

Bettendorf, Iowa, Rotary Club  
Oct. 8, 2014, issue

## Next meeting:

Wednesday, Oct. 15, 2014, at  
➔ The Fountains (all October)

## Learn about Retired Senior Volunteer Program

The scheduled speaker at the Oct. 15 meeting at The Fountains is **Dave Layton**, director of Retired Senior Volunteer Program (RSVP) of Eastern Iowa and Western Illinois.



RSVP works with men and women, 55 years of age or older, and community groups to promote and increase

volunteerism and the potential for making a difference in the lives of people and communities, according to its Web site.

Sponsored in the QC by the Western Illinois Area Agency on Aging, the RSVP program serves Rock Island, Warren, Knox and Henry counties, Illinois, and Scott County, Iowa.

To learn more, contact RSVP at 309-793-4425 or at: [rsvp@wiaaa.org](mailto:rsvp@wiaaa.org).

## Last meeting:

Wednesday, Oct. 8, 2014



After his presentation, **Nathan Schock** answered questions from the audience.

## Locals Love Us helps consumers

At the Oct. 8 meeting, **Nathan Schock**, CEO of Locals Love Us, a national franchise organization, described the “revolution” taking place in marketing – and how the Sioux Falls, S.D., group fits into it.

Contrast advertising now with the days portrayed in “Mad Men,” Nathan said. Then it was common to reach most potential buyers of a product or service with ads on the three national networks

and supplement that with local or regional newspaper and radio ads. Now, it's "massive fragmentation," he said, with thousands of TV channels on cable



or satellite plus consolidated radio station ownership, daily newspapers struggling, the Internet, social media

and other channels for sending commercial messages. "There are so many ads," he said, "that now we have apps to avoid ads, Tivo to fast-forward through them and a revolt against consumerism."

Yet, he continued, "We still need commercial information – what is there to buy, and where can we get it?"

So we turn to the tried and true, he said: "We trust the people we know – and 'anonymous,' that is, the strangers who write online reviews of goods and services. We see them as unbiased." That trust has brought about such online services as Angie's List, he observed.



Still, we trust the opinions of people we know most, and members of our online "community," such as Facebook, **Nathan** said. That's where Locals Love Us – with its print and

online directories of local-area providers of goods and services – comes in, he explained. Locals Love Us asks local

residents to name their favorite provider, and it adds up all of those recommendations to yield a ranking of the businesses named.

For example, he said, someone new in town discovers his house needs a new roof. The Yellow Pages has 60 listings for roofers. A home-improvement store may have cards for 50 of them. A Locals Love Us directory or Web site – in this case <http://localsloveus.com/quad-cities/> – may have a large number too, but they'll be ranked so that newcomer can see which roofer "locals love" the most.

To keep the rankings – which last for a full year – "honest," Nathan said they restrict opinions to local residents and identify them by phone number and email address, "so they can't 'stack' the votes for their favorites by calling many times," he explained.



Our own **Ryan Bell** – plus visiting Rotarians Kate Anderson, Davenport, and Chopper Shea, Milan, operate the QC area franchise.

### **Announcements...**

With just one announcement on her list, **President Sharon** declared this to be "Shameless Plug Wednesday" – an opportunity to get in a fine-free plug for anything. (The freebies follow the North Scott Rotary announcement.)

➔ **North Scott Rotary's Live & Silent Auction:** **President Sharon** said she'd like to recruit enough BRC members to fill a table at this event, the NS club's primary fundraiser. Doors open at 5 p.m.

with the auction beginning about 6 on Thursday, Oct. 23, at the Starlite Ballroom on the Mississippi Valley Fairgrounds, Davenport. The \$10 per person ticket price includes dinner catered by Riefe's Restaurant. RSVP by Oct. 17 to **President Sharon** (320-7180/ [ssarver529@yahoo.com](mailto:ssarver529@yahoo.com)).



➔ **Ag panel discussion: Glenn Kass**, whose Catch Driver Marketing & Communications co-sponsors the event, promoted the educational / networking forum, "Growing with Israel – Agricultural Potential for the Quad Cities Region," 11 a.m.-1:30 p.m. (registration at 10:30 a.m.) Tuesday, Oct. 28, at the i-Wireless Center. Box lunch is included; to **RSVP** contact Glenn: **309-797-2771 / [catch.driver@gmail.com](mailto:catch.driver@gmail.com)**.

➔ **Kevin Kraft**: A shameless plug to Rotary International's PolioPlus campaign, which has eradicated the disease in all but three countries – the primary concentration being in the lawless territories of northwest Pakistan, where the Taliban kills medical workers who try to vaccinate children.

➔ **Fred Anderson**: A shameless plug for the work **Dimy Doresca** has been doing to launch a clean-water project in the village of Boulmier, Haiti. Dimy gave an update of its status:



**During the District 6000 visit Norlan Hinkie, left, (Clinton Rotary) and Doug Flournoy, right, (Fairfield Rotary) are with Jean, a member of Les Cayes, Haiti, Rotary Club.**

BRC has committed \$2,000 to the project, and the Rotary Club of Les Cayes (near Boulmier, and Dimy's hometown) has pledged \$1,000 toward the \$7,500 goal to start the project. Dimy is networking with clubs in Iowa and Illinois to gather pledges that will exceed that goal. Rotarians from District 6000 clubs, including Davenport, Clinton, Muscatine and Iowa City, just returned from visiting the village. And Dimy is



**Kelly Garvin (Muscatine Rotary) with children from Boulmier village.**

reaching out to clubs in Chicagoland, including Naperville. When commitments hit \$7,500, Dimy said, the club in Les Cayes can initiate the project with Rotary International.

➔**Todd Ashby:** A shameless plug for **Mark Ross'** candidacy for election to the Iowa Legislature.

➔**Tom Howard:** A shameless plug for his brother's son, who is in the military and has just returned from Turkey.

➔**Future meeting sites:** To help you plan where to find BRC meetings over the next several months, here's the schedule through early 2015:



**October – The Fountains**  
**November – Bettendorf Public Library**  
**December – Tanglewood Pavilion**  
**January** (tentatively, if

construction is finished) – the new Hilton Garden Inn

**History with Harry... (Harry Coin looks through BRC archives to discover what the club was doing in years past...)**



Bettendorf Rotarian Selby Ballantyne introduced Alcoa's Don Paroe as our club's program **today in 1958** – Don led a discussion about the "Horizons of Science." Science indeed. In our city in **1958**, Bettendorf Rotarians took about 20 years to get ready to work, contributed to retirement for 40 years,

and lived in retirement for 4 if male, 10 if female. Basically men worked, on average, until we, literally, dropped.

Who could have guessed then in '58 how far the science would extend our life's horizon?

Fast forward 42 years, to our club's October meeting **today in the year 2000**,

when our own **Rev. Gene Miller** led a roundtable discussion about "retirement." Instead of working for 40 and retiring for 4, which was the experience of our grandparents and great grandparents, at the time of Gene's talk in 2000 men

worked for 40 and retired for 10, 15 for women. (If you think because of those extra 5 years women get, "feminism" is overrated: for most of human history if a woman lived to be 21 she was as likely as not to be raising her dead sister's children. Now the population of "working age widowers" is so small it's seldom mentioned.)

Fast forward 12 more years to **today in 2012**, the program then was **Dick Schillig**, who explained details of the new healthcare law. One feature of that law requires the young and healthy during their working 40 to purchase insurance or pay a fine, to ease the way for their elders – elders who spend not 4



years in retirement as in '58, or 10 years in retirement as in 2000, but 20 years for men and 23 for women!

Science Horizons get an A for admirable progress over these 50-plus years. Good thing the movie in '58 wasn't "Social Horizons"!



**Jon Ryan**  
**Happy \$\$...**  
(Named in honor of the late Bettendorf Rotarian, punster, jokester and all-around good guy)

To the tune of "Because I'm Happy," **President Sharon** collected \$227 – with special amounts from: **Glenn Kass** – happy to have given dictionaries to 4<sup>th</sup> graders... **Dr. Tom Olson** – also gave out dictionaries + at the end, instead of asking them to "look up the definition of 'service'," he said "floss"... **Tony Calabrese** – was in San Diego last week... **Jonna Schuler** – check for birthday, last week + "I got an aft car this year"... **Dave Deuth** – saw (former Bettendorf Rotarian) Joe Urbitis and got bifocals, so \$3 – "\$1 for each focal"... **Steve Piart** – also saw Joe: "I have cataracts"... **Carl Loweth** – happy both school-district superintendents are BRC members... (visiting Rotarian) **Chopper Shea** – **Ryan Bell** went to a Pearl Jam concert... **Decker Ploehn** – got to be emcee at the Niabi Zoo's Zoofari Ball... where **Scott Naumann** was in character all evening, and in costume, as Ricardo Montalban in "Fantasy Island"... **Kevin Kraft** – "it's good to know 'Chopper' is a regular guy"... **President Sharon** – our old piano now has a home in a Bettendorf elementary school... **Tim Lane** – happy

his phone didn't ring during the meeting, "unlike someone else's..."



### The meeting opened...

At the sound of the bell, **President Sharon Sarver** called the meeting to order, led the recitation of "The 4-Way Test" and turned to **Tom Howard** who – with the accompaniment of **Gail Baldwin** on the electronic piano – led the singing of the day's patriotic song, "God Bless America." During Moments of Silent Reflection, we got an update on **John Sherrick** – treatment plan details are imminent – and we learned that **Brad Morrison**'s step-brother is in failing health.



After introductions, Tom and Gail returned to lead renditions of "Sing,

Everyone, Sing" and – with a bow to the previous night's lunar goings-on, "By the Light of the Silvery Moon" and "Shine on Harvest Moon"... prompting more than a few comments about "spooning."

## **Secretary Johanna Smith**

### **introduced:**

#### **Visiting Rotarians:**

Kate Anderson, Locals Love Us/Davenport Rotary

Chopper Shea, Locals Love Us/Milan Rotary

Dean Kraus, Moline Rotary

#### **Guests:**

Ann Rutherford, Law Offices of CTH, guest of **Scott Naumann**

Bob Mannhardt, MRA, guest of **Brad Morrison**

Nathan Schock, Locals Love Us , speaker

In all, 46 Bettendorf Rotarians attended and were joined by 3 visiting Rotarians and 3 guests.

### **And at the end...**

... of the meeting, in the drawing of all who participated in Jon Ryan Happy \$\$, **Decker Ploehn** – *for the second straight week* – won a Happy to Have a Make-up. He mumbled assurances that the fix was not in, but a convoy followed him towards the casino anyhow...

### **Upcoming meetings...**

... Thanks to program chair **Scott Naumann**, [scottn@midlandcom.com](mailto:scottn@midlandcom.com), 445-4260:

**Oct. 15:** Dave Layton: Retired Senior Volunteer Program (RSVP)

### **Missing...**

(Number in parentheses: total meetings missed since July 1, 2014):

Arndt (14), Boeye (12), Bowe (14), Brown (15), Bush (15), Chambers (6), G. Coin, DeDoncker (9), Dickson (8), Doland (2), Duda (9), Eikenberry (14), Ellstrom (15), Erpelding (10), Falk (5), Featherstone (12), Franks (10), Gallagher, Sr. (9), Gallagher, Jr. (6), Gause (11), Glass (6), Gudgel (11), Habenicht (10), Hassel (8), Heninger (6), Hill (9), Hipple (13), Hurd (7), Kappeler (8), Kellenberger (12), Kennedy (15), Lane, Larsen (10), Lizak (7), McWilliams (13), Mannix (15), Marbach (4), Mitvalsky (6),

Naeve (13), Nanda, Nelson (15), Oswald (8), Ross (6), Salm (15), Saul (7), Schutte (3), Scranton (13), Sorenson (6), Spelhaug (3), Stopulos (5), Tirone (8), Vandersnick, Volbrecht (10), Werner (15), Willsher (12), Worley (14), Zachary (9)

### **Make-ups...**

Jenny Garlach (Rotary Club of Davenport)

Tim Lane (Read to Succeed Volunteer)

Dick Schillig (Rotary Club of Lake Ozarks, Mo.)

Decker Ploehn (Happy to Have a Make-up)

### **Make up at another QC club...**

Monday, noon: Davenport – The Outing Club

Monday, noon: Moline –Trinity Lutheran Church, Moline

Monday, 6 p.m.: QC 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 – The Fountains (during October)**

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

Thursday, 7 a.m.: Iowa Quad Cities – J-Bar, Elmore Avenue, Davenport

Thursday, noon: East Moline – Christ United Methodist Church

Thursday, noon: Milan – Pinnacle Country Club 2<sup>nd</sup> and 4<sup>th</sup> Thursdays, 5:30 p.m.: Twin Rivers

Rotary After Hours – Bierstube, Moline

Friday, noon: North Scott – Steeplegate Inn, Davenport

### **BRC News staff...**

**Editor, reporter:** Fred Anderson

**Photographer:** Glenn Kass

**Correspondent, Web-site host:** Johanna Smith

### **For more on Bettendorf Rotary Club:**

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

### **For more on Rotary International:**

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