



THE BETTENDORF ROTARY CLUB NEWS

Bettendorf, Iowa, Rotary Club
Aug. 1, 2018, issue

Next meeting:

Noon Wednesday, Aug. 8, 2018
Tanglewood Pavilion

Virtual reality gaming, esports come to the QC

Talk about a paradigm shift!

While hardly anyone uses that phrase anymore – everything is changing too fast – Davenport entrepreneur **Steve Grubbs** earlier this summer gave the word a new meaning when he launched Paradigm, a virtual reality gaming center, at 320 E. 2nd St. in downtown Davenport.

Only a few weeks earlier, that location had contained a huge inventory of John Deere parts for antique tractors. Now it



holds what Steve calls the first-of-its-kind attraction, which the *Quad-City Times* described as a combination of “esports, virtual reality gaming and free-roam virtual reality experiences.”

Steve is the scheduled speaker at our Aug. 8 meeting.

Last meeting:

Wednesday, Aug. 1, 2018



Gwen: big plans for QC Storm

The Bettendorf Rotary Club had the distinction at its Aug. 1 meeting of being the first speaking engagement for the first woman president in the history of Quad-City hockey and of the Southern Professional Hockey League – **Gwen Tombergs**. (It didn’t hurt that she’s also a Bettendorf Rotarian.)

Gwen has set some ambitious attendance goals for the QC Storm in its first year of existence. She’s leveraging her extensive background in sports marketing – with the CBA’s Quad City Thunder, the ECHL’s Richmond Renegades and Major League Baseball’s New York Mets – plus her knowledge of the QC (she grew up in Eldridge).

She’s part of a management team – including co-owners businessmen **Ryan Mosely** and **John Dawson** and head coach Dave Pszenyczny (nicknamed “Coach Chezy”) – who are all rookies. For that matter, the SPHL is new, as well.

Gwen views the Storm as “an amenity” in the QC – one more factor to make the community “more attractive for people to come here and stay.” Although QC hockey has a history that dates to 1994, that history is scattered with gaps without the sport and changes in ownership and league affiliation.

She points to one key factor she thinks will help the Storm succeed where earlier franchises did not, long-term: Previous owners were not

local, but Ryan and John are already part of the community. “We live here... If we win or lose, you can tell us directly to our face.”



Realizing it takes some time – and familiarity – to build a fan base, she put together a multi-faceted marketing program to get feet in the door:

- Ticket packages, including a 5-game get-acquainted group and a half-home-season package that hits all Saturday and holiday games
- Sponsorships
- “Party with us” packages to draw groups to the TaxSlayer Center’s end suites, party decks and patio
- Promotions mixed with advertising, and
- “Entertaining the crowd,” which will go beyond hockey with giveaways, contests and other diversions.

The Storm’s home season opens Oct. 20 against the Peoria Rivermen. The puck drops at the TaxSlayer Center, Moline, at 7:10 p.m. For tickets or to learn more, go to QuadCityStorm.com or call 309-277-1364.

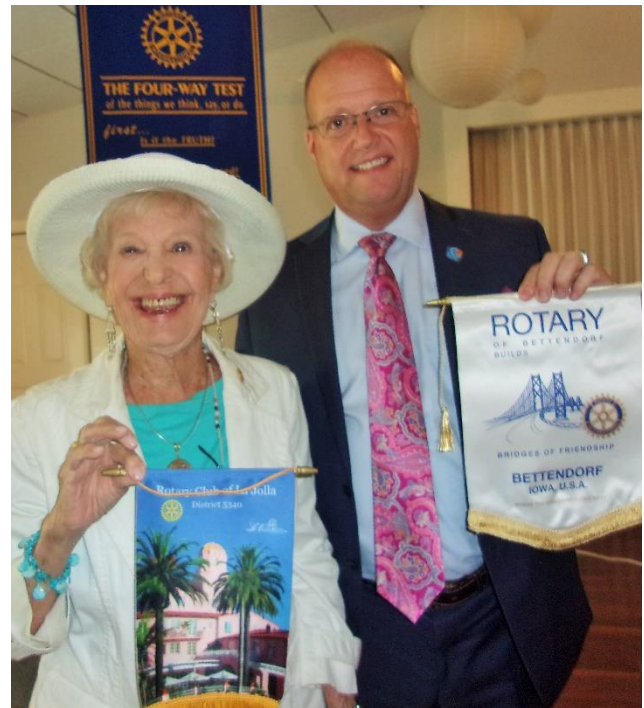
New-member induction...

→ **Russell Wright** was inducted by **S.K. Nanda**.

Russell came to the QC a year ago to join St. Ambrose University as a business professor and director of its MBA



program. His father had a military career, so Russell said he lived in many cities, the most recent being Seattle.



Presentation...

→ **Banner exchange:** The granddaughter of a founder of Bettendorf, California Rotarian **Sally Bettendorf-Fuller** brought a banner from her club in La Jolla and exchanged it for a BRC one from **President Bill Daley**.

Announcements...

→ **Helping tornado victims: President Bill** announced that one of the Iowa City Rotary clubs is spearheading efforts for all District 6000 clubs to help Marshalltown recover after the tornado that roared through the town last week. He said more information would come soon.



QUAD CITY SYMPHONY ORCHESTRA
100 YEARS

→ **BRC at the Pops: Tim Lane** publicized the opportunity to sign up at next week's meeting to attend the Riverfront Pops concert Saturday, Aug. 18, at Davenport's Le Claire Park.

Quad City Bank & Trust presents "Pet Sounds Live: a Beach Boys Celebration." The music starts at 6:30 p.m. with a pre-show by the QC Youth Symphony Orchestra. The QCSO's Beach Boys homage begins an hour later, with Jeffrey Reed as guest conductor.

Tickets are \$20. Bettendorf Rotary will provide reserved seating space for members and their guests. RSVP to **Secretary Johanna** at bettendorfrotary@gmail.com by Wednesday, Aug. 15.

→ **BRC Golf Outing:** Sign-up forms were generously scattered at tables so members can sign up to play golf – or just grab dinner – and bring a guest (or more) for any of the above. The event is the BRC's annual Golf Outing on Wednesday, Sept. 19 – it replaces the regular meeting.

First tee-time is 11:22 a.m. sign up a full foursome, or event planners Dean Krause and Larry Thein will add you to a group. Golf fee is \$60 per player (member or guest). Hole sponsorship is just \$100 – Dean and Larry urge last year's sponsors to repeat. New sponsors this year should commit soon, so there's time to prepare their sign.

After social time at 5, dinner of grilled steak, chicken or salmon begins at 6 – members dine free and guests eat for just \$10. Contact **Larry Thein** (larry@larrythein.com) or **Dean Kraus** (dkraus@saukvalleybank.com) to sign up foursomes, to sponsor a hole or to make dinner reservations.

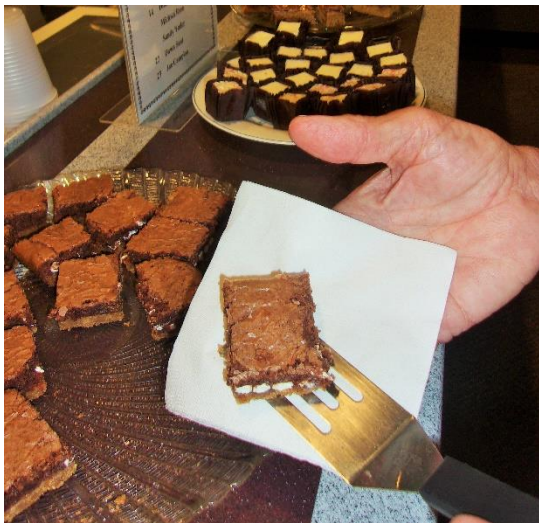
BRC Happy \$\$...

President Bill Daley collected **\$291** (\$154 last week) from happy Bettendorf Rotarians – including these, who told everyone why they're happy this week: **Jerry Felsing** – his birthday + child's birthday... **Tracy Naab** – son scored in the top 1% of the SAT... **Kevin Kraft** – happy about the new BRC sign facing Middle Road... **Mike Simons** – mother-in-law home after health issues... **Ada Christopher** – birthday + selling cupcakes as a fundraiser... visiting Rotarian Sally Bettendorf-Fuller – kudos to BRC for singing, reciting the 4-Way Test weekly and our Website [thanks, Sally – and your club's 4-year scholarships to grads of La Jolla's 4 high schools is terrific, too].

The meeting opened...

Our featured speaker rang the bell and **President Bill** called the meeting to order. He led the recitation of The 4-Way Test. Song leader **Tom Howard**, accompanied by pianist **Gail Baldwin**, led the singing of "The National

Anthem.” Bill led the Pledge of Allegiance and Moments of Silence, during which we learned that **Jerry Higgs’** mother is in declining health, and President Bill reported **Jennifer Naeve** is recovering after treatment at the Mayo Clinic. Bill passed out a get-well card to Jennifer, for all to sign. After introductions, Tom and Gail returned to lead the singing of “Rotary Ideals,” “If You’re Happy and You Know It” and “Happy Birthday, Dear Rotarians.” In August, those marking another birthday – and grabbing a goodie dessert bar – are: 04, Steve Sorensen; 08, Dick Hanzelka; 09, Penny McGimpsey; 10, Ada Christopher; 11, Megan Early; 12, Jerry Felsing; 14, Diane Ricketts-McCool, Michael Raso, Sandy Yoder; 22, Dawn Saul; 27, Joe Champion



Secretary Johanna Blevins reported...

Visiting Rotarians:

Sally Bettendorf-Fuller, La Jolla, Calif., Rotary
 Aaron Christopher, Davenport Rotary
 Dave Borcharding, Iowa Quad Cities Rotary

Guests:

Gail Baldwin, pianist
 Ryan Mosely, Quad City Storm
 John Dawson, Quad City Storm

Ali Simons, guest of **Mike Simons**
 Andy Erpelding, QCBT (**Ron Crist** guest)
 Teri Taylor, Creative Imprints (**Jerry Higgs** guest)
 Emily Lane, guest of **Tim Lane**

In all, 53 Bettendorf Rotarians attended and were joined by 7 guests and 3 visiting Rotarians.

Make-ups...

Mike Simons and **Ada Christopher**, Moline Rotary
Joe Champion, Rotary Club of West Liberty and Iowa City

Missing today...

Bennett, Boeye, Bormann, Cochran, Coin, H., Dobesh, Dunbridge, Early, Fair, Garlach, Gause, Goerd, Hassel, Hutcheson, Kappeler, Keith, Kellenberger, Langan, Larsen, Lawrence, Lokenvitz, Love-Sherrick, Loweth, Mannix, Martinez, Meyers, Mickle, Mitvalsky, Mohr, Naeve, Nelson, Pacha, Pedersen, Powell, Raso, Ricketts-McCool, Ross, Sarver, Saul, Schillig, Schneden, Scranton, Shea, Slavens, Spelhaug, Spykstra, Thein, Werner, Windmiller, and Worner

And at the end...

... of the meeting today, **Mike Simons** won the “Happy to Have a Make-up” in the drawing from among all those members who shared their happiness in this week’s *BRC Happy \$\$*.



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 – Club Room, Hy-Vee, 7th Street & John Deere Road, Moline

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

Tuesday, noon: Rock Island – QC Botanical Center

Wednesday, noon: Bettendorf – Tanglewood Hills Pavilion

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

2nd and 4th Thursdays, 5:30 p.m.: Twin Rivers Rotary After Hours – Bierstube, Moline

Friday, noon: North Scott – Steeplegate Inn, Davenport



For more on Bettendorf Rotary:

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

For more on Rotary International:

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

Upcoming meetings... and more

Meeting programs thanks to program chair **Scott Naumann**, scottn@midlandcom.com, 445-4260:



Aug. 8:

Aug. 15: Braking Traffik – anti-human trafficking

Saturday, Aug. 18: QCSO concert “Pet Sounds Live: a Beach Boys Celebration” at Davenport’s Le Claire Park.

Sept. 12: District 6000

Governor Tom Narak and his wife Carol will visit Bettendorf Rotary

Sept. 19: No meeting – **BRC**’s Annual Golf Outing & Steak Fry at Palmer Hills Golf Course

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