

The Spirit of U'Hills

February 6, 2009

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PROGRAMS AND ACTIVITIES

- Feb. 13 ...Dave KuriaSubj: Tanzania
- Feb. 13 ...Group Ski Train Trip to Winter Park
- Feb. 14 ...Valentine's Day Party with Littleton Rotary
- Feb. 20 ...Jack SelwayRotary Global History Fellowship.....Subj: Fellowship in Rotary and the Value of History
- Feb. 27 ...Curt FentressArchitect Subj: Trends in World Wide Architectural—Contextual Regionalism
- Mar. 6Denver Art Museum Visit Members and Guests
- Mar. 13 ...Melissa Kutchner-Rinehart.... DU Woman's Gymnastics Program



Life is a challenge Meet it.
Life is a duty Complete it.
Life is a game Play it.
Life is a promise..... Fulfill it.
Life is a sorrow..... Overcome it.
Life is a song Sing it.
Life is a struggle.....Accept it.
Life is a tragedy Confront it.
Life is an adventure.....Dare it.
Life is luck.....Make it.
Life is too precious.....Do not destroy it.
Life is life Fight for it.

INSPIRATIONAL MESSAGE AND PLEDGE

Mike Hitchcock, our President, welcomed us...to another exciting meeting of the University Hills Rotary Club. That said, he turned to **Paul Egan**, who brought us our Inspirational Message today.

Paul told us that "Today's inspiration comes from a movie I saw on cable last week: *The Queen* with Helen Mirren. It was a great movie and pertains to the death of Princess Diana. But, what I remember about the Princess Diana was that in the very same week, Mother Teresa died. So, you have the story of two women who had received all the accolades the world has to offer. The differences were that one of them was very unhappy. I got to thinking, how did Mother Teresa know about life well enough to be content in her calling although she didn't have the riches at her feet like Princess Diana. So, I found this quote from Mother Teresa. It has a lot of clues as to how she viewed her life and work and was an inspiration to all who came in contact with her. Here's what she left us to think about:



Paul Egan

Life is an opportunity..... Benefit from it.
Life is beauty Admire it.
Life is a dream.....Realize it.

"Please join me in the Pledge.

"I pledge allegiance to the flag, of the United States of America..."

INTRODUCTIONS AND ANNOUNCEMENTS

Mike thanked our greeters today: **Bill Rector** [Gastroenterology] and **Bob Tapp** [Data Processing]. **Todd Laurie** was given the job of introducing visiting Rotarians and guests.

Don Goe told us that he had with him, again, **John Lathrop**. "He's been here a couple of times. Formerly, he was connected with the Daniels College of Business. He's now in the process of organizing a non-profit. His purpose in life will be to provide business acumen for the American Indians."

Mike Hitchcock had a couple of guests today...**Mel Grusing** and **George Sparks**, President and CEO of the Denver Museum of Nature and Science...our speaker today.

Then came **Marv Hersch** with two guests also: "**Stan Banaszak**, who has been here before, and **Dave Petteys**. **Dave** is my Godson. I'm not going to tell you how that happened unless you really want to hear about it. **Dave** is retired as a 747 captain from United Airlines. He's also, and he'll be embarrassed, a war hero. [Your editor noticed that **Dave** had a Silver Star lapel pen on. I asked him if it really was a Silver Star because they're pretty doggoned rare. He confirmed the ID of the lapel pen but added that it was originally supposed to have been the Navy Cross (he was a Marine pilot) but it got wrapped



around the axle and they settled for the Silver Star. The Navy Cross, by the way, is the highest medal that can be awarded by the Department of the Navy. There is probably a very good war story in the citation that accompanied the award. Wonder if we can get him to let us see it.]

Cliff Litvak had several guests. First was **Mark Boscoe**. He's an attorney with Isaacson and Rosenbaum. "Mark and I grew up together in Denver. We went to grade school together and we have many hours together on the golf course. He beats me all the time. We also attended George Washington High School together. Mark is in real estate, corporate and tax law and has many other careers as well. He was a special studies teacher in high school, taxi driver, you name it. Mike's done it. His son, Adam, is with him. He's a Rotary Scholar from our district. And, my wife is with us also. She's such a steady visitor, we don't make her a name tag anymore."

Jeff Stotler told us that his Mother's birthday is today. "In kind of a scam, we dropped the kids off with her so my wife can come and join us today."

Now, back to **Adam Boscoe**. Cliff gave us a few prelimi-

ADAM BOSCOE AMBASSADORIAL SCHOLAR



Adam Boscoe

naries. "He went to the Colorado Academy, grade school through high school. He then went to Northwestern University in Chicago, graduated in 2005, degree in International Economics. He spent eight months in the Dominican Republic in a Northwestern program where he perfected his Spanish. He works for a company called PFC Energy, Washington, DC, and applied for a scholarship from our District, through the Denver Club, and

received the Rotary Ambassadorial Scholarship for Energy Economics. He's been in Buenos Aires for about a year. We're proud of him and would like to hear what he has to say about his experiences."

Adam thanked **Cliff** for the introduction and expressed his pleasure at being able to address our club. "I want to tell you a little bit about my experiences in Argentina and, specifically, my experience with Rotary in Argentina. It's a pleasure to represent Colorado and Denver in a foreign country that I love very dearly. The experience of applying for an Ambassadorial Scholarship has taught me as much about myself as the culture that I went to learn about.

"Many of you may not be familiar with the RI Ambassadorial Scholarship program. Starting in 1947, it is the oldest program of the Rotary Foundation. It has supported almost 40,000 young people to travel to different countries, exchange ideas and contribute to local communities.

"Specifically, the scholarship provides nine months of living expenses and tuition for higher education. In return,

Ambassadorial Scholars visit dozens of local rotary clubs, participate in projects, attend universities. I spent the last nine months in Lanus, Argentina, a working class suburb in the outskirts of Buenos Aires.

"Rotary got an early start in Argentina. Their first club was in 1919. Today there are 16 Districts in Argentina. Argentina continues to be handicapped by serious economic inequality. The government tends to be populist in its rhetoric, but often anemic in its social programming and support for public health and safety. In Argentina, Rotary is populated by not only the most influential and successful professionals, but also with the people with the most capacity to help. For this reason, and others, Rotary has been and can be one of the most important non-governmental organizations (NGO) in that country.

"My scholarship counselor and the club I was with were gracious and helpful from the first day they picked me up at the airport. I was actually the first Ambassadorial Scholar in the District in recent memory. They were understandably confused about my roll in the program. Argentina sends a large number of scholars on the Rotary Peace Scholarship, but most of the districts there have not reached the funding levels needed to sponsor an annual ambassadorial scholar.

"Nevertheless, the clubs I connected with over the last nine months were welcoming and were consistently interested in hearing about Rotary in the U. S. My club, in particular, is located in a diverse area. It's home to residential neighborhoods, businesses, and industrial plants. As in many developing countries, the communities around the capital city are often ad hoc and lack many public services like adequate hospitals, clean drinking water, sewage systems, and consistent electricity.

"The fact that much of Buenos Aires is well developed actually masks many of the underlying problems which can make it easier to ignore and harder to address. Sprinkled within even the fanciest neighborhoods of South America's most elegant capital are what locals call *niche* that are unofficial settlements with almost no real infrastructure. Rotary clubs throughout the district of Buenos Aires and the surrounding suburbs have initiated programs directed at these forgotten populations. I've visited with clubs that have initiated literacy campaigns, pre-kindergarten education, computer training, and water treatment projects.

"Argentines, in general, are very proud of their educational systems. Education and training tends to form a core of Rotary's approach in that country. In my club, the major ongoing project involves financial support for a group of 10 to 12 middle schoolers who would otherwise be unable to afford a uniform, books, and transportation costs that even local public schools require.

"When I first arrived, the Rotarians at my club asked me to help them develop a website that would facilitate communications, inform the local community about their programs, and attract new members. This project was considered to be an important strategic step in the future of District 4915, the district to the south of Buenos Aires. After several months of hard work, we have the beginnings of a very useful site.

"In addition, in recent months, I've been working with



an Argentine counselor in a partner club to develop an important Rotary project. Two neighboring municipalities are home to about 800,000 people. But, these areas only have two volunteer fire departments which is especially significant because Argentina suffers from some of the highest incidents of car theft related deaths in the world. To address this problem, we are working in coordination with Denver area clubs to form a project to equip those fire departments with 'Jaws of Life', and fireproof suits. While outside of Rotary's core business, this is one of those rare projects where the need is brutally quantifiable and the solution is relatively straightforward. I will spend time with you and other clubs in the Denver area about our progress in the future with that project.

"As I mentioned earlier, the scholarship is also meant to support a year of higher education. This opportunity has been particularly fulfilling for me. Since my undergraduate work at Northwestern, I have been intensely interested in the interaction between politics, economics, and the natural environment. After college, these interests coalesced on the role of energy. And, for the last two years I've been working for a DC based consulting company. But, as in college, I've wanted to continually look at how energy plays in the global conflicts and international development from a more academic standpoint. That is exactly what Rotary has allowed me to do.

"I'm in the middle of a graduate program in Energy Economics at a university in Buenos Aires and my plan is to return to Argentina in February and finish the program. My hope is to eventually return to Colorado and work with U. S. energy companies to improve relationships with their Latin-American counterparts, governments, and local communities.

"We are as dependent on the energy production and advanced technologies that are emerging from Latin America as the region is dependent on us for financial and political support. I strongly believe that energy can eventually be a basis for a deep and sustaining hemispheric alliance.

"On a final note, having been given the opportunity to speak, I would like to express a closing remark that is near and dear to my heart. After nearly four years of involvement with Rotary clubs in Colorado, Illinois, Washington D.C., South Africa, and Argentina, I have noticed a common thread related to the Ambassadorial Scholarship program. Although it is the Foundation's oldest scholarship, I have spoken with many Rotarians who do have concerns about the future of the program. While these concerns are understandable and valid, I believe the difficulties in administering the program are neither inherent nor insurmountable.

"The strength of this program is not in the living sessions or in the logistical support that a scholar receives but, rather, in the interactions with a Rotarian of a different country. Every time that a foreign scholar attends a Colorado Rotary meeting, participates in a project, or spends a semester abroad, it is an opportunity for you, as individual Rotarians, to change their lives and shape their future thoughts and actions. This is not an easily defined challenge with immediately tangible results. But, I assure you that the Ambassadorial Scholarship program is populated by a truly broad group of open minded, eager young people who want to be embraced, challenged, and inspired by the magic of Rotary.

"Thank you very much for your time, for all your support, and your donations to the Foundation.

Mike began this portion of the meeting by observing that, "When we started this Rotary year, we had a lot of inter-

SERVICE ACTIVITIES

national projects in Rotary but we wanted to focus a little more on changes right here in River City. So, **John French** is going to talk a little bit about what we do so that we can have a better informed membership."

John French: "I was thinking the other day when Mike talked to me about this summary of activities, people ask me sometimes as an organization, 'What do we really do?' I occasionally draw a blank. I was talking to **Paul Egan**, and he said that sometimes he did the same thing. What I'd like to do is threefold:

- Update you on goals and initiatives for the first half of RY 2010.
- Help educate new members on what these committees do and what we do.
- Give all members a snapshot of the surprising number of activities in which we participate.

We have five types of activities under the general grouping of Service Activities:

1. The first is *Community Services*, headed by **Doug Dixon**. This year the primary focus is childhood wellness with emphasis on obesity, a special need. There are other clubs in District 5450 involved. Our club is taking the lead in this through the involvement by **Mike** in the planning and execution of the components. An entire meeting in March 2009 will cover the plan, the whole program.
 - The club is already involved by donation of \$600 to Cottonwood Elementary School for their fitness program.
 - Then there is a \$500 District Simplified Grant to the Horizon Family Nights Program. It, in a word, gets parents who don't really know how to be parents together with their children. The goal is to get parents and kids to participate in activities to help parents interact successfully with their kids.
 - We'll participate in the 9 Health Fair this spring ... as cashiers.
 - Zoo Day. We meet handicapped children from Cherry Creek Schools and take them to the Denver zoo. It's a wonderful program. It breaks your heart to see some of the kids and their handicaps but, it's a fun time for all concerned, ending in a shared lunch at the lunchroom facility at the Zoo.
 - Excelsior Science Fair. **Jim MacDermott** works on this activity. It's for very troubled girls. We provide judges for the Fair.
 - We provide clothing and cleaning supplies for the Senior Support Services and the Sacred Heart House.
 - Then, at the Christmas Party for Kids, **Jim MacDermott** sets up the Giving Tree to which we can



- donate. Checks or money in envelopes are the Christmas Tree ornaments.
2. Next is *International Services* chaired by **Dick Rewey**.
 - We sponsor two CU medical students for externships in a foreign country through Global Health connections, for \$1,500.
 - We've received notification on the conclusion of the Rotary Water Project in Kenya. All is well. It provides good, potable water. Cost to us: \$3,000.
 - Our Microcredit to El Salvador project is well on the way to being approved and begin operating. **John Lawton** is handling this one. Club cost: \$3,000.
 - Our Costa Rica project is on hold. We're not receiving adequate support from the local Rotary Club we've been dealing with. They're not defining what they want done. The recent earthquake, of course, has had a complicating influence.
 3. *Vocational Services* chaired by **David Henninger**:
 - We have a vocational talk twice a month,
 - A vocational talk about a deceased member four times per year,
 - Two Rotation Day visits, annually, to business sites to learn how they work.
 - Twice a year we have a panel of Rotarian experts to discuss subjects of interest.
 - We also mentor members, where appropriate, who are experiencing business problems.
 4. Next is *Youth Services*, directed by **Tom Murphy**.
 - We work with West Middle School on an Achievement Award for sixth through eighth grades. The award is presented to winners at a Rotary meeting.
 - We also sponsor High School and Jr. HS students to attend Rotary Youth Leadership Award [RYLA] camps each summer.
 - Our newest project is the sponsorship of a joint Rotary Four-Way Test for selected students at the West Middle School. It's a trial run for 7th graders and we're working with WMS Principal **Sheila Graham**. It will start this spring.
 5. **Paul Bauer** has college students in DU we mentor on a one on one basis.

Mike next called on **Steve Whisenhunt** for a Super Bowl Party report. **Steve**: "Just want to thank all of you who attended the Super Bowl Party. We had a lot of fun thanks to the committee, the attendees, the people who were so generous with their auction donations. We raised almost \$5,000 and had a lot of fun. A special thanks to **Bill Curnow**. It's a very elegant event center. I also have something here for **Larry Beski**. He, in the worst way, wanted to go over and talk to the Bronco Cheer Leaders. But, he didn't seem to be up to it. So, he sent some little kid over, ID undetermined. The two girls signed his program or whatever. But, when he left the party, he left the program (?) behind. So, I'll pass around what it was he left. [Laughter built as more and more people saw what it was that Steve passed around.]

"On another subject, I attended a funeral for my good friend **Gary Williams**. There were four or five former District Governors at the funeral, pretty much standing room only.

He was in a plane crash Sunday. And when we were cleaning up at the party Sunday, there were some name tags left and one of them was for Gary Williams. There were also several people who had paid, but didn't show for the party. Little did I know that Sunday morning he'd gone out for a plane ride and crashed.

"**Jerry Regan** and **Wendell Osorno**, two who were first day sign on's, won the half time pool. Then, two of the people who were the last ones to sign on won the end of game pool, **Jay Carpender** and **Nancy Rector**. A little trivia, for you new members, about **Wendell Osorno**. His family tree traces back to King **Kamehameha**, King of Hawaii. [Aside to your editor: "Don't ask me how to spell that." Not to worry. He got close enough to it to find all the **Kamehamehas** in Google. Additional trivia: Kamehameha I's full name was *Kalani Pai 'ea Wohi o Kaleikini Keali 'ikui Kamehameha o 'Iolani i Kaiwikapu kaui Ka Liholiho Kūniūākea*]

"Anyway, everybody got their money so that's it."

MEMBERSHIP MOMENT



Alan Coldwell

Alan Coldwell took the lectern for some new membership business. "Stage I was the induction of new members. Today, we're at Stage II, presentation of blue badges. They've been very active on committees, have shown up for meetings and, oh yes, paid their dues. For a U'Hills record, **Ruth Wilson** was named Rotarian of the Month while still wearing her red badge.

"So, here are your new blue badges. **Ruth Wilson, Michael Haviland, and Frank Chou** please join me at the lectern. Also, the related sponsors, please join us: **Dan Astle, Carl Gardner, and Vic Vickery**. To honor the occasion, Alan read a poem entitled 'The Bridge Builder', about an old man who had trouble crossing a swollen stream in a chasm, dark and wide. When safe on the other side, he stopped, started building a bridge over the torrent. A witness of the crossing and start of bridge building asked the old man why he was building the bridge ... at his age he'd never be back. The old one said, 'Yes, that's true, but there are those who follow who will need the bridge to cross the chasm. I am building this bridge for them.'

"That's what our members have done. They've built a bridge for these new members. The sponsors then clipped the new badges on the new members—**Carl Gardner** on **Ruth Wilson, Dan Astle** on **Frank Chou**, and a stand in for **Vic Vickery** on **Michael Haviland**.

GEORGE SPARKS DENVER MUSEUM OF NATURE AND SCIENCE

Mike introduced our speaker today, **George Sparks**. "George has been the President/CEO of the Denver Museum



of Nature and Science since November 2004.

“He was a Distinguished Graduate at the USAF Academy with a BS in Aeronautical Engineering. He was a pilot in the USAF for nine years and an Assistant Professor of Aeronautics at the Air Force Academy. He also has an MS in Aeronautics and Astronautics from MIT.

“He was with Hewlett-Packard for 24 years in several executive positions including General Manager of several HP divisions from 1987-1999.

“One of George’s passions is educational public policy. He is the chair and member of several boards and committees with subject matter in that area of endeavor.

“He has transformed the DMNS into an exciting educational experience for the public, especially school groups and school outreach programs. Please welcome **George Sparks.**”

George told us that, “To recognize the time limitations, I’ll just give a brief overview of what’s happening at the Museum now and then open the meeting for questions.

“The museum is 108 years old, started in 1900 by people like you. There was this character up in Breckenridge named **Edwin Carter**. He was a taxidermist and had a large collection of specimens of his taxidermist skills. This group in Denver said we’d like to take your stuff and start a museum. His reply was that if you’ll make me Curator for Life, I’ll give them to you. So, he did and promptly died. Not too good for poor Edwin’s career as a curator, but his collection of bison and all sorts of critters from the Rocky Mountains formed the basis for the collection in the museum.

“Fundamentally, this museum is a scientific educational institution. We are here to inspire curiosity and excite minds, especially with kids. Science is so important for the future for several reasons. One is for our democracy. We elect people who are going to make decisions about really critical scientific issues and unless we are scientifically literate and our legislatures are, we’re going to screw things up pretty badly as a society.

“Secondly, and just as importantly, is for our global competitiveness. If we’ve learned anything in the last year or so, the world is really flat, to use a Tom Friedman term. Everything we do here impacts the rest of the world and we have to compete with the rest of the world.

“If you go to places like Asia, you will find literally millions and millions of people who study very, very hard and who are very, very smart and want to have what you have here today. They want to be sitting in a building like this, engaging in conversation and doing the good works that you want. Unless the next generation of kids, fully educated, and especially educated around science, start taking their position on the global economy in ways that are to our benefit, we’ll be at a competitive disadvantage.

“Really, technology is the only competitive weapon we have. An educated citizenry and accompanying technology will keep us competitive on a world-wide basis.



George Sparks

“We have about 1,000 kids a day coming through the museum. I tell the staff, ‘All I want you to do is touch one kid a day.’ And if that one kid decides to become a scientist instead of a drug dealer, or an engineer instead of working in a 7-11, just think of what a difference it would make for Denver, their kids, and their families.

“When I got there five years ago, we didn’t have a strategic plan, so we wrote one. We had all 400 staff and 1,600 volunteers participating. We aspire to create a community of critical thinkers who understand the lessons of the past and act as good stewards of the future.

“We have a \$150 million strategic plan in place. We plan to raise about \$100 million over the next 10-12 years. The citizens of Denver were very generous, gave us a good start in bond money last year. The first \$10 million went into

NEW MEMBERS

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a health science hall which opens in 56 days. We teach families and kids about health through a trek to the top of Mt. Evans. This idea of staying active and teaching people about health is really the focus of that new hall.

“We have about 1,000,000 objects in our collection and none of those objects are in climate controlled conditions. There are 49 different places in the museum. And, you think about these dinosaur fossils that have survived 100 million years, but in about 200 years they will be dust unless we put them in adequately controlled conditions.

“So, one of the things we’re going to do is dig a big hole in the ground and build a 50,000 SF climate controlled hall for all of our collections. We’re also building a new education center to help teach kids and teachers; how to teach science from the Pre-K through 8th grade. That’s where we either get ‘em or lose ‘em, as far as science is concerned. If you get to high school and become interested in science, that’s too late. If you don’t have the math skills before then, there’s no way you’re going to be a success in science. We’re going to focus on that younger set of kids.

“One of the big things in the past was that you had to come to the museum in order to either get value or perhaps get exposed to it. Increasingly, things like charter schools and the internet are going to play a big part in how the museum delivers value. In the past the route was get an artifact, write a label, put it in a case, have people come through and read it and look at the artifact. The 20th century museum was something about interactivity. The 21st century museum is where the visitors want to participate with you in creating that value.

“How many of you have your own blog? [Couple of hands went up, both belonging to the same nameless person.] OK. One. How many of you have a Facebook page? [six or eight hands] If you want to learn about education and what things are going to be like in the future for a non-profit, cultural environment, get yourself a Facebook page. It’s easy to do. You don’t have to put everything you do in there every day. But, what you’ll learn is how people interact now. It’s important for people our age to understand how things are changing so they can add value to their lives.

“When you go to the Museum’s Facebook page you’ll learn about things that are going on. You’ll see how people not only come to the Museum to learn but also to create value for the Museum through their interaction.

“With that I’m going to stop and take your questions.”

Question (Carpender): “Did you make your Facebook page or did the staff do it?”

Answer: “No I did it myself. It’s real easy to do. If I can do it, you can do it.”

Question (Staci Giovino): “The new 50,000 SF hall, is it going to be for the public?”

Answer: “For the public. That’s one of the things we’re going to lose. Right now, when you go to one of those 49 places, and they’re really something, they’re like 49 garages. And, it’s kind of intriguing when you go into them. But, it’s terrible for the artifact and it’s hard to get around to see very many of them. This will be a new, pristine hall, exhibits in

cases. But, it will be a lot easier for us to take the public on tours. I think it will be a lot better for the artifact and for the public to see what we have. If you ever have a chance to join a guided tour, take it. It’s the highest value experience you can have in the museum.”

Question (Palmquist): “What is the major exhibit you have planned for this year?”

Answer: “In about a week, we will open one called *Nature Unleashed* which is all about tornadoes, hurricanes, etc. You gotta see this because there is a guy in Colorado who built a camera. The camera is maybe half as big as your tables here. It looks a lot like a space ship. It has six cameras inside it. He finds a tornado out in mid-state Iowa, follows the tornado, puts the camera on the ground and it filmed the approaching tornado. It went right over the top of it as the camera captured the audio and video of the entire event. It’s one of the most surreal experiences you’ll ever have. That will be in this exhibition *Nature Unleashed*.

“In the Fall, we will have Genghis Khan...exhibits from Mongolia.”

Question (Donna Kay): [First part of her question didn’t make it through the recorder in useable condition...too far away. Second part made it.] “Do you have a volunteer program?”

Answer: “We have what is probably the finest volunteer program in the world, literally. We have 1,600 active volunteers. There are two of them in this room here. The youngest is probably eight. The oldest are in their 90’s. We would love for you to come and help as a volunteer. You can do anything

that needs to be done. We have one volunteer who discovered and named three dinosaur teeth and presents papers at technical conferences.”

“An odd thing is happening to attendance at the Museum. In spite of the current economic troubles, membership and attendance has actually gone up. People see us as an iconic place, a place for stability in all this chaos. It’s a result of people looking for value. For a \$55 membership—you can spend that on one meal for two people—you can bring your family to the Museum, see the fascinating artifacts, eat in our restaurant, have a most enjoyable visit.

Question (Dixon): “Do you have alliances with schools?”

Answer: “We touch about 300,000 kids per year...73% of all kids in the DPS, from kindergarten through grade 12, either come to the museum or we go to their classroom every single year. And, we have very strong alliances with the Cherry Creek School District, Jeffco, Adams County. Then, we have a teacher’s night, twice a year, about 700-800 teachers show up for that. We tell them what’s happening, our present plans on our website, the entire staff is interacting with the teachers in the district.”

Question (Hitchcock): “What is your funding level per year?”

Answer: “Funding? We have a budget of about \$30 million a year...\$7 million of that comes from the Scientific and Cultural Facilities District [sales tax]. The remainder

This guy in Colorado built a camera with six lenses...half as big as your tables. He follows a tornado around Iowa...puts the camera on the ground as it filmed the tornado approaching...went right over the camera as it recorded audio and video of the event. Awesome!



comes from revenue produced in the Museum...the gift shop, the restaurant, the mission, IMAX, planetarium. We have a Foundation that contributes to the budget. We only have to raise about \$1 million per year in pure philanthropy to make things come out even.

Question (Rewey): "Similar question to the networking of schools, do the museums around the country have a museum network that allows the exchange of personnel, administration, etc.?"

Answer: "Turns out that the museum business is similar to other businesses but the one big difference is that we're not competitive. We are very, very collaborative. Example, when we visited a museum in Vienna, they set aside a day for us and our board to help educate us on their problems and listen to us on similar issues. It would not have happened in the business world. When we open our new Health Science hall, there are about a dozen museums that have science centers around the world that are watching it, want to literally steal what we're doing and put it in their museum."

Question (Duer): "Has there been any change in name of the Museum over the last 100 years?"

Answer: "Actually we were incorporated as the Colorado Museum of Natural History and it's still our legal name. So, we did business as the Denver Museum of Natural History for maybe 90 years. Then, the trustees decided we should change the name—I personally don't think it was a good idea, but I wasn't there—to Denver Museum of Nature and Science. I still tell people I work at the Denver Museum of Natural History. It seem to communicate all right. It would still be a great name.

"Now, it's time to close this down but I just wanted to thank you for the work you're doing because when you work in a museum you get a sense of time and history from contacts with human beings that is very different than working in a business. From an evolutionary sense, human beings would not have evolved the way they did without people who decided to collaborate. They got together and created more good as a common group. They band together for the good will, and create value above everything else. We would not be here without people with your passion and I really do applaud you."

Mike thanked George for talking to us and gave him our certificate for five polio vaccinations, purchased in his name from the Rotary PolioPlus program.

Mike felt the need to explain to us that, "This is a very unique museum in the world. They have so many volunteers that people come here to see how the volunteers are set up and how they run their volunteer experience. The interaction between the public and the Museum is just phenomenal. Even at the Smithsonian, you don't have as much interaction between the museum and its patrons. It really buzzes with activity. In a word, it's a really neat place."

MIKE'S THOUGHT FOR THE DAY

Mike: "Instead of a cute little saying, with all that's going on in the country, I thought I'd get serious with the closing remarks. As you know, University Hills Rotary is beginning a Four-Way Test program with the West Middle School. It's important, but I think we're missing a great opportunity. I've

been watching the news lately. My advice...don't do it. We have corrupt and incompetent business and financial people who have devastated our country—and the world—and its economy. We have politicians who feel they are above the laws. The only good coming out of D.C. right now is that we're getting some of them to pay their back taxes. We're becoming a country of "What's in it for me?"

"But, I have a simple plan. It goes like this:

"We get a bunch of little tables and chairs like we do with the middle school, and sit these corrupt officials down, five or six at a table with a Rotarian as facilitator. Then, we analyze what's going on in the world and how they may have affected it. Next, go through the Rotary Four-Way Test with them. It might play out something like this:"

1. Is it true?

Now, how many politicians could pass this test?

2. Is it fair to all concerned?

Are they really out to promote themselves, their party, their company, or their country?

3. Will it build good will and friendship?

Do you really think we have good will between our political parties or do we degrade the other party however and whenever we can?

4. Will it be beneficial to all concerned?

Are we a country of Americans or simply hyphenated Americans with our own agendas?

"So, is the Four-Way Test just an outdated slogan of the '30's or is it something we teach our children to help them later in life? And, finally, do we think that this or some other code of ethics should apply to adults today, especially those in power?"

MEMBER NOTICES

Rich Sattizahn notified your editor that his father, **Frank Sattizahn**, age 90, passed away at his home in Iowa last Monday. He was a chemical engineer and worked for E. I. DuPont for 47 years. Rich says that his father had a kidney infection in the fairly recent past and had exhibited the first indications of an Alzheimer's condition. (n.b. Rich will be at the 13 Feb 2009 meeting. Ask him about the red socks brigade at his Dad's funeral. It's quite a story.)