

UNIVERSITY HILLS ROTARY CLUB

The Spirit of U'Hills
22 May 2009



PROGRAMS AND ACTIVITIES

- May 29....Tracy Ringolsby....Subject: Major League Baseball and the Rockies
- June 4U'Hills Golf Tournament..... Inverness
- June 5Dark due to golf tournament
- June 12 ..Arjun SenSubject: Raising a Father
- June 19 ..Mandy Hughes and Chris Romer Subject: The KIPP Charter School
- June 26 ..Dark due to 6/28 Appreciation Dinner
- June 28 ..Appreciation Dinner ... Changing of the Guard

GREETERS



Fred Cron, Phil Krug, and Ruth Wilson

In case you're wondering, **Phil Krug** is a greeter today. We caught **Fred Cron** and **Ruth Wilson** as they were about to enter the dining room, asked them to give **Phil** something to do till the madding crowd started showing up for lunch about five minutes later. Quite a group to listen to **Jim Benneman**, news anchor on Channel 4.

INSPIRATIONAL MESSAGE AND PLEDGE



Dave McKinley and his Inspirational Message

Dave McKinley's inspiration message came from an inspirational source. It was the invocation that **Helga Hall** gave at the meeting of our club on 12 March 1999. It was even on the same piece of paper that Helga used, and this is how it went:

FRIENDS

Life is sweet because of the friends we have made, And the things which in common we share.

*We want to live on, not because of ourselves,
But because of the people who care.
It is giving and doing for somebody else,
On that all life's splendor depends.
And, the joy of the world, when it's all added up,
Is found in the making of friends.
(Thanks, Helga)*

"Please join me in the pledge of allegiance.
I pledge allegiance to the flag, of the United States of America...

INTRODUCTIONS AND ANNOUNCEMENTS

President Elect **David Wood** was in charge of trying to keep things under control today. As you know, some days are harder than others. First, he thanked our greeters today: **Phil Krug** and **Lowell Palmquist**. A round of applause indicated that the assembled Rotarians agreed that they had done a good job. They had been a lot kinder to visitors and members than the Nuggets had been in their treatment of the Lakers the last couple of games. Thanks, men.

Rich Sattizahn had the distinct privilege and honor of leading the recognition of our guests today. The first guest was **Bob Deloain** and was introduced by his host, **Jim Fleming**. **Jim** reviewed their early friendship, and that they were in the Skylight Lions back in the early '70s. "Bob is a former president and I was a president in that era. We were the largest suburban service club at that time and we met at Wellshire of all things." Welcome Bob.

Carl Gardner was a stand-in for **Marvin Hersh** today and introduced his guest **Greg Chapleski**. "Greg is a friend of Marvin's and is also going to play in our golf tournament. He runs a business in the golf world but part of it is teaching etiquette to kids when they play golf. I've had an enjoyable time visiting with him about what he does."

Tom Benson informed us that he was delighted to introduce Mary, his wife. Glad to see you again.

Todd Laurie introduced his guest, **Bob Dixon**, the second time he has visited us. He is with AMG, as is Todd. He was a member of the Littleton Rotary Club a couple of years ago.

Phil Beaver introduced his Dad, **Jerry Beaver**. He's visiting from California and "I have something else to share with you. He met **Tom Murphy**. He and Tom were both in Taegu, Korea, but at different times."

Alan Coldwell also had a guest today. "Andrew Weinkle contacted me by email. He had heard about our wonderful club and Andrew is a legacy. His father is a Rotarian and I'd like to let Andrew tell you a little more about himself." Andrew told us that "My wife and I moved to Denver about four years ago and I'd like to get involved in my community. I talked to my



Dad and he told me that Rotary is a great organization so I Googled it. I found your club and contacted Alan and he and Jerry asked me to come visit. So, here I am."

Jerry Regan introduced his guest, **Amor Daly**. According to Jerry, he has brought his application and he's ready to join us.

NEW MEMBER

The induction ceremony for **Sean Smiddy**, brought to him by a quartet of current members, was a summary of what the family of Rotary is all about...a summary of its size and scope, it's history and continued expansion, the goals of Rotary, and the advice that it's not necessary to do new things but to do what others have done, but to do them better.



Sean Smiddy, new member, and Jeff Duer, reading him his Rotarian rights.

Jerry Regan then presented him his red Rotary badge, his Rotary certificate of membership and the traditional potted plant. The plant, of course, is symbolic of growth in Rotary...feed the plant, keep it watered and it will grow just like growth in Rotary. Feed on the fellowship, water it with the service projects that Rotary provides, and your growth in Rotary will flourish.

Meanwhile, **Steve Whisenhunt**, Sean's sponsor, who, as we all know is ever helpful, was keeping Sean's child **Karen**, in the arms of his wife **Trista**, on the other side of the flag from Sean, entertained. The fringe benefit? It kept the assembled Rotarians entertained also. Go Whizzy!



Steve Whisenhunt, Karen, and Trista Smiddy

OK. What's next? Oh, yes, **Jeff Stotler** and his Sergeant at Arms schtick.

SERGEANT AT ARMS

Jeff had a story about his pet dachshund. "I took my pet dog, this little dachshund, and we were out in the middle of nowhere [it actually sounded as though it was out in the Kenyan bush country.] and started chasing butterflies. Suddenly, we came across this dead animal carcass and then he realizes that he's lost. So here's this little dachshund, out in the wilds and suddenly, out of the corner of his eye, he sees this leopard approaching rapidly. So, the dachshund went into mental overdrive 'What am I going to do? Aha, got it.' He turns his back to the leopard, side of the carcass, he licks his lips, says, 'Boy! That leopard was good. I wonder if I can find another one of them.' The leopard stops, startled by what he'd just



Jeff Stotler telling his dachshund story

heard, starts reversing course, saying, 'That was close. That little dachshund almost got me.'

"A monkey had been watching this from a nearby tree, says to himself, 'That's amazing. I'll bet I could get some serious protection if I tell that leopard what really happened.' So, he goes after the leopard, catches up with him, tells him from his tree high safety, what the dachshund was really doing—working on the leopard's head.

"So, the leopard tells the monkey to get on his back. 'I'm going back to that dachshund and demonstrate that you can't fool a leopard and get away with it.' Off they go.

"So, again, my dachshund sees the leopard with a monkey on his back coming his way with payback writ large all over the leopard's face. So, he sits down again, back to the leopard, says loudly, 'I wonder what happened to that monkey. I sent him for another leopard a half hour ago.'" [Appropriate applause and laughter]

"Anyone have anything good they'd like to share with us today.

Staci Giovino had an event that qualified. "Many of you know that I came to Rotary after my son got involved in Rotary Youth Exchange and he's going to be leaving in the fall for Switzerland. He just got specific instructions this week that he will be going to a small town in the middle of the Swiss Alps, to a private school, where snow boarding is part of the curriculum." Voice from the crowd: "Does he need a chaperone?" Staci's response: "I've had several offers. You'll just have to take a card." Her further advice, "I'd just like to encourage any of you with children, grandchildren, nieces, nephews, sisters, brothers...the Rotary Exchange is such an amazing program. You should really consider it."

Rich Sattizahn had an input: "Monday we were at West Middle School, home of five HIV1 flu (That's five more than there are in Can Cun or Cozumel). Several Rotarians have pointed out to me that in their newsletter that my younger son Paul was in there finishing third in some math contest. Paul's not sure what it was, but he took the award. The other things is that my other son James is, for his summer job, a caddy at Glenmoor Country Club. He caddied his first round last Sunday.

Lowell Palmquist reported that "Mona and I, yesterday, celebrated 54 years of wedded bliss." Question from the crowd, "How about all the other ones?"

Cliff Litvak had some kind things to report: "I spent a wonderful, cool morning at Cherry Creek High School to watch my oldest daughter graduate. They do a wonderful job. I was at another graduation two weeks ago and Cherry Creek was much better. They had writing, composing songs, comedy, poetry as entertainment between a thousand graduates as each persons name was mentioned. It was so well done. I'm very proud of her and what an education she re-



ceived at Cherry Creek.

Art Judd: "I just spent two weeks in Italy. The only thing that happened to me is that I got my wallet picked the last day of the visit. They only left me with this \$5.00.

Someone else (believe it was Phil Krug) who reported that his oldest daughter, this morning, graduated from Littleton High School.

Jerry Regan: "First, hat's off to **Lowell Palmquist** for coordinating the Four Way Test program that we did at West Middle School. He did a magnificent job...what at experience! If you want to be involved next year, please do. It's worth it. Then, secondly, to the deans of our class of 2008-09, **Jay Shoemaker** and **Mel Grusing**, thank you for doing that. They have a function plan for June for the class. Everybody from the class of 2008-09 please stand up." Quite a group.

Sam Hill: "I have two things to tell you about. One, my middle grandson graduated from college. (Sotto voce aside: Hooraaaaay.) Two, this has nothing to do with Rotary, but it's just an interesting story. Tomorrow, I'm going to a party to celebrate the 70th anniversary of my neighbors.

Fred Cron: "This past week I happened to be down on the upper Taylor River and qualified for my second Master Angler's Award because I caught a 25" cut throat."

Carl Gardner: **Linda** and I, as well as **Ruth Wilson**, visited our family in Arkansas this last week. Had a wonderful time, great weather, and a lot of fun and fellowship.

Red Holland: A week ago, we went to Portland, OR, and visited our daughter, our granddaughter, and our two great granddaughters.

Stepping out of his official duties, **Jeff Stotler** had a report of his own. "A couple of weeks ago, **Jim MacDermott** had to go pick up a display board so that he could put it together with all the pictures for the 5450 Rotary Convention. He was having some problems because he didn't have any instructions. So, he was digging all around this thing that was provided by **Bill Curnow**. And, do you know what he found? A pair of black socks, he thought you might want those back." And, he did.

Ruth Wilson: "On that wonderful trip to the Ozarks with **Linda** and **Carl**, I had the pleasure of meeting a lot of nieces and nephews I hadn't yet met. I only have about 70 nieces and nephews. My plan was to get around and meet them all but didn't quite make it."

Steve Whisenhunt: "We have a returning Rotarian who has returned from the desert, **Vick Vickery**. We've had so many new members that they might not have met this gentleman. **Vick** and **Meg** have, again, very generously taken on the role of Presenting Title Sponsor of the U'Hills Annual Charity Golf Tournament. We thank you very much, Vic. I also have some quick kudos to **Dave McKinley** and **Artem Guralev** as our latest hole sponsors and **Stan Love** as our latest green sponsor. And I got a plethora of checks today, big ones, from **Art Judd**, **Phil Beaver**, **Don Goe**, **Joe McCaffrey**, **Linda James**, **Red Holland**, **Sam Hill** and I haven't opened all the envelopes yet. One last comment: during this next week, please look at your email. We're going to have, by popular demand, a brief generic list of the over 40 some odd very impressive silent auction items that will be on display. We're not listing donors and values and all that. We'll put those lists on your table at next week luncheon to whet your appetite as to what some of the

items are and will be available. We'll price the minimum bids at about 40% of actual value so there will be some good opportunities for good deals. We have about 70 golfers and 130 for dinner, so it will be a very successful evening.

David Wood took back the microphone "For a quick minute to thank **David Henninger** for all the work he did last week for Zoo Day." Then it was **D. Henninger's** turn to thank all those that were such a help. "We had about 30 Rotarians there and I really appreciate the support. I know the kids enjoyed it, the parents, and there are some who are very, very grateful for our support of Zoo Day."

John Lawton had his microcredit report. "We finally received approval from the Rotary Foundation for our \$20,000 microcredit project in El Salvador. We've been waiting for this for weeks and weeks but it finally arrived. One problem was that the Rotary Foundation ran out of regular funds to fund this sort of thing but had some left over funds in another account so they gave us some of these funds. I started putting the project together in January 2008, visited El Salvador in March 2008, met the host Rotary Club. The microcredit revolving loan will make small loans to 133 borrowers. Since the borrower is the head of the family, the project will benefit about 650 people additional. The loan they get is \$150 for four months. After they have paid back a loan they can receive a new \$200 loan. This goes on perpetually as the money is paid back. The loan goes to qualified people in areas of poverty conditions who want to start or run a small business and need financial and also mentoring help.

"Money was hard to come by. U'Hills put out \$3,700, Commerce City \$1,000, Westminster about \$500, our District was \$5,700 and the total from the Foundation was \$8,600. The Rotary Club in El Salvador put up the rest of required amount. They're required to do that. It totaled \$20,100. The project will be supervised by Rotary Club San Salvador, Norestet. We will also be involved as the primary club and I am the primary contact. **Carl Gardner** and **Phil Krug** are contacts two and three. This is the fifth microcredit project for our club since 1999. The first four were in Manila. The total amount made available for loans, including San Salvador, is \$95,000. The next project will put us over the \$100,000 mark.

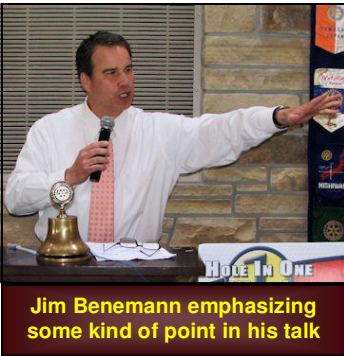
"We will organize a trip next February to go visit El Salvador and meet the beneficiaries, the local Rotarians. The country has poverty in many areas. It has volcanoes, lots of earthquakes, and the highest murder rate in Central America. Other than that, they have beautiful shoreline resorts and we can probably set something up to include both levels of activity. That's about it. Thank you." [Appreciative applause]

JIM BENEMANN, CBS4 NEWS ANCHOR "THE BUSINESS OF TV NEWS"

Tom Benson was next on deck. His first comment: our guest speaker, **Jim Benemann**, went to college at CSU. This was the basis for a number of critical, jumbled comments. But it also reminded Tom of a story about two CU and CSU graduates talking about business and other varied subjects. One of them asked the other, "Which do you think is closer, Florida or the moon?" The other grad says that's not a very



difficult question. The answer is obvious. Can you see Florida?”



Jim Benemann emphasizing some kind of point in his talk

“We’re really pleased today to be able to present **Jim Benemann**. He was born in a suburb of Chicago, Wilmette. How many of you have heard of the New Trier High School? [Several raised their hands]. As I remember, that’s the largest high school in the U. S.

Jim Benemann volunteered the information “I’ve been kicked out of schools larger

than that.” He came to CSU, to take a course in broadcasting. He went from there to Davenport, Denver, Portland. Jim has four children and we’re really proud today to present the CBS4 news anchor, **Jim Benemann**.

Jim spent a few minutes on the subject of what Rotary is doing here and around the world and the scale of the projects. He mentioned the \$20,000 that has been approved for micro-credit projects in El Salvador. \$20,000? Well, it’s a nice, round number. We can probably do fairly nice with that. Some of our service projects would find it to be a nice addition of what it takes to keep their doors open. But, if you go into some other parts of the world, the third world countries, \$20,000 is a huge amount of money, in countries where Rotary is hard at work. Real change can take place with these amounts of money. In El Salvador, 650 people can be affected with proper distribution of the microcredit loans it will be able to finance. Congratulations on what you are doing there.

“Tom spoke of the wild ride that I’ve been on. It’s not a typical news career. But, there were some highlights as well. The first stop was Davenport. Can anybody name the quad-cities? “ **Rich Sattizahn** had been waiting for at least 30 minutes for someone to ask just that question. With only a micro-second or two between the end of question and start of answer, he came up with, “Moline, Rock Island, Davenport, Bettendorf.” **Jim Benemann**: “You got it.”

Jim then detoured slightly to touch on the TV station designers. “You can all probably figure out KCNC—Colorado’s News Channel. Then, WLS in Chicago—World’s Largest Store because they were initially owned by Sears Roebuck. But WOC in Davenport, you’ll never get. It stands for Wonders of Chiropractic. It was owned by the Palmer College of Chiropractic Medicine.

“After I came back to Denver and had been working for Channel 7 for about a year, where I got to smack **Bill O’Reilly** around—Bill was one of the anchors and I was his producer, age 23. That was a lot of fun. Then I went to Salinas-Monterrey and station KSBW—Salad Bowl of the World. And, I’m not joking. Then from Salinas, back to Channel 9 as their Boulder reporter for about a year. Channel 9 said that Gannett was getting ready to start a Washington Bureau that will serve all the Gannett stations.

“So, I was there for about three years, then came back to Channel 9, did sports for two years, did the morning show—I was the Gary Shapiro before Gary Shapiro came in. Then I went to work for Channel 4 and **Jim MacDermott** and the

many fantastic managers who followed him. That was for five years. I went to Portland, OR, for three years. Ed Sardella was anchor over at Nine, and I came back to Nine, six years and then I’ve been back at Four for six years.

“I thought that **Morley Safer** had a good quote the other day when they were talking about citizen journalism. A lot of the newspapers are going away and there are fewer journalists that can actually eke out a living because we are seeing the salaries drop all across the board, whether it’s newspaper, Channel 4, what have you. But, people say that’s OK. We’ve got the blogs, we’ve got Facebook. We’ll be informed. As someone coined the term, ‘These are citizen journalists’. Citizen journalists who want to get involved in capturing the and commenting on the news. Somebody asked Morley Safer about this and Morley said, ‘Well, it’s all well and good but I wouldn’t want a citizen surgeon doing my open heart surgery.’ Those of you who are, for example CPAs wouldn’t look kindly on a lot of people who would say, ‘I’m very passionate about the tax code. I’ve never studied it, don’t know much about it, but I believe I could report on it.’

“So, I think it’s a dangerous road we’re on. A lot of people say, ‘Maybe you didn’t like the Rocky Mountain News, maybe you don’t like the New York Times—which is in grave financial trouble—maybe the Boston Globe will be going out of business, the San Francisco Chronicle,’ it’s all across this country, that some of these main line newspapers are dying or struggling to stay alive. And I think that this isn’t good. And you may see this with some of the TV stations as revenues may be down as more and more people tend to ignore the mainstream media. Some people may say, ‘They’re getting what they deserve. Katie Couric is so liberal, others are so conservative, I don’t like their politics.’ But, the bottom line is that I think the world without some of these long standing giants in broadcast journalism, the citizenry will not be as informed as it should be. It’s great that we can interface more and more often in Facebook, Twitter and other instant messaging sites. In Channel 4, it does keep us connected with the people out there. They can contact us more easily.

“It used to be that if there was a problem with the show, you’d call the General Manager, say, ‘I have an issue.’ Now, with emails, they go right to the persons who can do something about it, like now.

“For example, on CBS4, we did a survey. We asked social networkers ages 18 to 29; something we knew they pretty much don’t care about what’s on CBS4. They’re not TV news viewers. They said they would check the news more if it were on Facebook or Twitter. Now, how do you deliver important information on Twitter? They won’t bother to check a TV station’s web site. The big exception is breaking news. That’s when they will turn on the TV and trust what they see. That’s pretty much what we’re up against.

“I look out into this audience and see some 30’s up into more mature years [appreciative laughter]. Obviously, we all grew up with newspapers and TV. I remember growing up in Chicago. We were lucky. I was able to sit there and read the Chicago Tribune in the morning and then, in the afternoon, I could read the Chicago Daily News. It was great.



“But now, not only are there not two editions of those papers, some are struggling to put out just the one edition. I think it’s something we have to consider. The newspapers got blind sided, even though there are a lot of smart people in the newspaper business, blind sided by just how quickly their tried and true revenue streams dried up. Not only people saying, ‘I like what you’re reporting on, but don’t want to read the paper as it hits the doorstep. I want to go to your website.’ It’s great, but it’s free. How do you make any money off that?”

“And the one people tend to forget, how do you sell your 1997 Ford Focus. Are you calling the Post to put in a want ad. You’re going on craigslist.com and it’s all free. So, even the classified ads in newspapers dried up. And I can’t believe how quickly it happened. Literally overnight. So, those of us at the CBS4’s or Channel 9’s, we have to reinvent ourselves. But, I think we have to give all the news that we can in the time that we’re allotted. But, we have to do it well and we have to do it better and we’re going to figure out ways to do it for less. Advertising revenues this year at Channel 4, are probably going to be down 30% from last year. Last year we were lucky. It was a political year and the campaigns were breaking down the doors at the TV stations lavishing whatever it took to get their candidates on the air.

“Next year Bill Ritter is going to be up for re-election. Ritter and Scott McKinnis...that’ll be a battle, and an expensive one. Michael Bennett will be up for election. He’s already raised millions of dollars. A lot of that will be going to the TV stations. But, we have to figure out a way to be viable without political money.

“But, we’re lucky in Denver. People do watch TV because of people like Ed Sardella, Bill Stewart, Adele Arakawa, Mike Landess. A lot of people in this town are very, very good at what they do and it just got people programmed at an early age. OK. It’s 5 o’clock. Let’s see what’s going on. It’s 10 o’clock. Let’s see what going on.

“I want to read you an email I receive yesterday. ‘Jim: You have a website plastered with Walmart ads and newscasts loaded with endless business promotion. Where’s the news? The professional journalists. CBS has great entertainment, of course, but forget the mindless business cheer leading promoted and disguised as news.’

“What we’re doing to maintain relevance is to include as much interesting and informative news without overdoing the murder and mayhem. We have reports from a qualified news person with lots of experience who have been doing what they’re doing for the last 10, 20, 30 years and beyond who can tell you what you need to know, sometimes on a very complicated subject. We try to boil it down so it’s news you can use and you can get it in a short period of time and live your life.

“So that’s what we have to do. We always have to try to make it better but I will say this to all of you in this room. Granted, we believe that main stream journalism will always have a place in this country. But, I think the generation coming up now doesn’t feel that way. If we can’t figure out how to make it viable, it’s going to go away. I think that would be a bad thing for all of us.

“So, that’s my defense of what we do down at Channel 4 and all the other stations. Y’know, Channel 9, the dynamic

NEW MEMBERS



ERNIE CARWILE
 4530 S. Verbena St.
 No. 334
 Denver, CO 80237
 (H) 303-641-8632
erniecarwile@comcast.net
Classification: Publishing
Sponsor: Steven Whisenhunt



Sean Smiddy
 987 S. Emporia St.
 Denver, CO 80247
 (H) 303-360-7003
 (Fax)..... 303-228-1694
sean@stsfincial.net
Classification: Residential Lending
Sponsor: Steve Whisenhunt

number one Denver station...they’ve already had two furlough weeks at KUSA this year. It’s an enormously profitable TV station but, who owns Channel 9? Gannett. A newspaper company. The TV stations are a successful part of what they do at Gannett, but it’s still a newspaper company. And newspapers, a lot of them, are dying on the vine. CBS4 is lucky to have CBS ownership. They have deep pockets. We’ll get through this recession and move forward but, it’s tough depending on who signs your checks. Questions:

Question (Sattizahn): “Do you charge lower rates on political ads?”

Answer: Yes, we do but I think there comes a point, when everything is sold out, that normal rates will apply to new advertising.

Question (Bell): “Jim, I have a criticism and it’s not necessarily a criticism of Channel 4, but it’s a criticism of media web sites. Media websites are very difficult to navigate. There is so much *stuff* it’s hard to find the information you want. I can get a recap of what’s happened in the last hour and a half, but I might want something a little more obscure than that and I have a hard time finding it.”

Answer: “There was this great skit on *Saturday Night Live*, back when there was MSNBC and Fox and there were so many graphics, stocks over here, breaking news down here. Fox is as bad as anyone. They have the reporters wandering though the news room, the crawler along the bottom, stock prices, three breaking news windows on the right. Pretty congested. And the SNL skit was a takeoff on that practice. The screen kept getting more and more cluttered until finally all you could see was the anchor’s lips moving.

“We’re trying to bring in younger people and SNL caters to that crowd and as bad as it is, they seem to like it. Their ratings prove that what they’re doing is watched by lot of people. OK. Time’s up”



DAVID'S CLOSING THOUGHT FOR THE DAY

David Wood, President Elect, had a thought provoking quote to send us on our way...from an unlikely source, at least in this part of western civilization. But, it's still a jewel:

FOUR THINGS SUPPORT THE WORLD:

1. **The learning of the wise.**
2. **The justice of the great.**
3. **The prayers of the good, and the**
4. **Valor of the brave.**

— Muhammad

GOLF TOURNAMENT

Yes, we all know how everyone likes to plan ahead...well, most of us like to ... truthfully, some of us like to plan ahead. For the later group, here is the 4 June 2009 Golf Tournament schedule and/or agenda:

Time	Activity
12:00	Driving range opens and check in
12:30	Complimentary lunch for golfers and volunteers
1:30	Shot gun start
5:30	Cocktail hour
6:00	Putting finals
6:30	Dinner
7:00	Awards and raffle
7:45	Silent auction closes