

# The Spirit of U'Hills

## 10 April 2009



### PROGRAMS AND ACTIVITIES

- Apr. 17 ...Eric Wright, CEO AMG National Trust Bank
- Apr. 24 ...Ride for World Health
- May 1-3 ..District 5450 Conference..... Antlers Hilton Hotel, Colorado Springs, CO.
- May 15....Zoo Day at the Denver Zoo
- May 22....Adrienne Evenson ..... Subj: The Senior Housing Business (Hyatt Regency)
- June 4 ....U'Hills Golf Tournament..... Inverness

### GREETERS



Fred Cron and Tom Murphy greeting Sam Hill

Let's see now...name badge on, greeter's badge on, all ready to greet someone as they go into the dining room. Why, here comes **Sam Hill**. Let's welcome him to another enjoyable meeting of the U'Hills Rotary Club. "Welcome, Sam. Come over here and have your picture taken then go on in and make yourself at home."

### INSPIRATIONAL MESSAGE AND PLEDGE

Our **President, Mike Hitchcock** called on **Stan Love** for our Inspirational Message today. **Stan** told us he had nothing to read to us, but he does have a few thoughts he wanted to share with us. "We all think about things from time to time that can make our lives more inspiring to ourselves and others.

"There are just five or six key words that relate to our lives and that can help us as we go through life. The first word is 'Character', character of and in our family and things we might do that influence it. Those of you who do some hiring from time to time know that Character is one of the key things we should look for



Stan Love

when we hire people. It's one of the most difficult qualities to define and to make a judgment on. If you make a misjudgment, it can become a problem for you.

"Another is 'Learning to separate right and wrong' and then do something about it. Then, think from time to time about your own 'Quality of Life'. If you are pleased with it, that's fine. But, if you're not, stop and do something about it and include other people in your own family. Another thing is 'Ethics'. This club has done a fine job of bringing ethics here to this lectern from time to time and there are lots of other environments that we need to include in our thoughts as well. It all boils down to having some sort of passion and focusing on it. Include friendship, love, and truth in your thoughts. Of course, truth is included in the Rotary Four Way Test.

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

### SERGEANT AT ARMS

**Steve Whisenhunt**, in his capacity of Chair of the Golf Tournament Committee, reminded us that he said last week that those signing up early with a sponsorship or something else substantial would receive a small gift of some kind. Sure enough, several came through. "First is **Carl Gardner**. You took a Silver Level Barney Smith Memorial Sponsor. Here's a book by **Ernie Carwile**, who spoke to us last week. **Jim MacDermott** came through with a hole sponsorship as he's done for quite a few years. **Cliff Litvak** also took a hole sponsorship; **Paul Bauer**, Barney Smith Gold Level. **Jay Shoemaker** has stepped up as a Hole Sponsor. **Bill Curnow**, I'm sure he's at the game today, committed to a Barney Smith Gold Level sponsorship. **Stacey** is committed to several substantial silent auction items. **Mike Hitchcock** is co-sponsoring a hole with **Dick Rewey**.



Steve Whisenhunt

"To start this Sergeant at Arms segment, I have a baseball related story. Only people like **Tom Benson** will 'get' it but I'll give it a try. The story goes like this: Wade Boggs, Steve Garvey, and Pete Rose were in a bar. A pretty woman walks by and Boggs said, 'I'm going to ask her out.' Garvey replied, 'You can't do that. She's carrying my baby.' To which Rose said, 'Ya' wanna bet?'" [Four or five scattered attempts at laughter, followed closely by seven or eight groans.] **Steve** observed that the story didn't go ever very well, proceeded to



the next agenda item. [No, Steve, it *was* a good joke. See, Pete Rose, in his career, made several unfortunate bets that got him in... Yeah, Steve, you're right, it didn't go over very well; not when you have to explain 'em.]

"OK. What's going on in people's lives? Birthdays, anniversaries, good things, bad things?" **Jim MacDermott**, your hand is up, what do you have?" Jim responded with, "Last Saturday marked the 50th anniversary of when **Gerry** said, 'I do.' Friday evening, our kids hosted a lovely dinner with cocktails at the DU Hotel School for all of our family and a group of friends. The highlight was when a long-time best friend flew in from New Jersey and spent five days with us. So, the anniversary celebration lasted five days. We had another dinner on Saturday. Sunday was Brunch at the Brown and then the Art Museum. Monday we went down to the Springs and to one of Gerry's favorite places with the world's best onion soup, then visited the Garden of the Gods and the Air Force Academy. Tuesday was lunch at Vail and dinner at a favorite place in the Springs. Quite an anniversary."

**Rich Sattizahn** came up with \$5.00 in memory of this club, and the very first opening day with the Rockies. Our whole club went to Opening Day at Mile High Stadium with 75,000 or so in the stands. We were sitting in the section where E.Y. hit the home run just a couple of rows from us. I see **Dave Henninger** over there, and recall that Dave did, indeed, miss the bus back to the Wellshire. There were something like 600 yellow school busses in the parking lot. Apparently, many yellow school busses look alike...especially after a long day in the sun.

**Dick Rewey** reported that he and wife Helen had a great time in Tucson last week, that's why he wasn't here. "Lovely weather, but I no sooner turn my back and start having fun and bad things started happening. While we were away, the Broncos lost their best player, CU lost its legal case against Ward Churchill and I hope they appeal, and I lost most all of the fear that **Fred Cron** had induced in me about our federal government."

## INTRODUCTIONS AND ANNOUNCEMENTS

**Phil Beaver** led the introduction of our guests and visiting Rotarians. First was **David Henninger** who will be introducing **Deborah Jordy**, our speaker today. "Also," said David, "this is my next guest, and her April marketing, advertising, jack of all trades **Susan Beyda** work for the Colorado Business Committee for the Arts (CBCA)."

**Bill Rector** introduced his guest, **Kristen Brenner**. She is a second semester sophomore at CU Boulder. "She will tell us what she's working on now in a minute or so, but first I wanted to tell you that tomorrow, we will interview five applicants for the scholarship for this year. They will all be great scholarship recipients. This scholarship will be named after **George Ensign** who had the original idea of making math and science the focus of our awards."

**Kristen** then told us what she had been working on this year in Aeronautical Engineering and her plans for the summer with her internship with the Earth Observing Laboratory, a division of the National Center for Atmospheric Research (NCAR) in Boulder.

**Phil Beaver** duly recognized **Tom Benson**, who began by telling us that last Sunday he ran a half-Marathon. He then had a short buildup to the introduction of his son, also by the name of Tom Benson. Tom's son is "here from Minneapolis where he and Ashley (sp?) are raising two beautiful children, and we're delighted he's here. Son Tom has a job that does things that were not in existence when we were looking for jobs many years ago." Then there was something about model metrics, mostly on computers. Pausing to see if he had correctly summarized son Tom's position in today's scientific/business community, he was assured by son Tom that "You did a pretty good job. I actually didn't think you'd get that far." He then gave his own version of what he did, understood by perhaps 23.7% of the people in the audience. Welcome, Tom II.

**Phil** then called on the visiting Rotarians. First was **Jean Rosenblum** who spoke of a new club, the Rotary Club of Meridian, they have formed in the Lone Tree neighborhood. She handed out cards summarizing their vital statistics, the place and time of meeting, address, etc. Sounds like you're in a heads up environment, Jean.

**Kim Castellano**, Assistant Governor, Rotary District 5450 stood up and said "Hi". Her speech was fairly short: "I have no agenda for being here. Just enjoying the meeting."

## DEBORAH JORDY COLORADO BUSINESS COMM. FOR THE ARTS



Deborah Jordy

**Dave Henninger** introduced our speaker for today, **Deborah Jordy**. "If the name Jordy is familiar to some of you, her father started in the construction business here 50 years ago. Deborah is Executive Director of the Colorado Business Committee for the Arts (CBCA). Prior to that, she was the Executive Director of the Arvada Center for the Arts and Humanities. Many of you have been there. Deborah also led the Cherokee Ranch and Cattle Foundation and served as the Associate Curator of Modern and Contemporary Arts for the Denver Art Museum. We had a nice tour at the new wing a few weeks ago. Deborah sits on the Board of Directors for the Governor's Residence Preservation Fund, The Arts For Colorado. She's also has served as a board member of the Colorado Non-profit Ass'n. She was also recognized by the Scientific and Cultural Facility District during her tenure at the Arvada Center and by the El Pomar Foundation. She recently returned from Beijing and Shanghai where she gave talks related to the arts and the economy for the State Department. Debora, talk to us."

Debora began her discussion with reference to a recent study based on data collected by the Scientific & Cultural Facilities District (SCFD). The results are published biannually—last time in 2007. "We look at the data from about 310



organizations. It's a good clean study since it has a 93% response rate. We examine all the disciplines, including the small Tier Three organizations which are the community based organizations in the seven county metro district, then going up to the Tier One organizations, the Art Museum, the DCPA, Museum of Nature and Science, and Botanic Gardens. But, the last item on the chart is the most important and is what I'll go into: attendance numbers, school contacts, employment, volunteerism, and tax contributions.

"The important part of the study is, if you can take away a few important facts, is how the arts translate into business. When you're out in the communities, there is so much need, at every level, we don't want the arts to slip away. One way to present that is to admit that the arts add economic value to our community.

"Overall, there is some \$1.7 billion in economic activity that I'll talk about." Deborah then broke down the total \$1.7 billion into its direct and indirect expenditure components. Each component was then broken down into its audience spending and operating expenditures components."

Part of Deborah's presentation included data on attendance at cultural events with breakouts of Free Visits (9.4 million), Paid Visits (4.8 million), Reduced Rate Visits (2.2 Million) for a total of 16.4 million visits to Denver Metro arts, cultural and scientific nonprofits events. In a metro population of some 2.5 million, it's a rather significant number of visits.

The study reported nearly 40,000 people contributed their time and talent for approximately 1.5 million volunteer hours, Metro area. Education school contacts indicate that over 1.1 million metro residents attended educational classes during the period of the study, 2007. The number of school contacts in 2007 nearly doubled over 2005 from 1.7 to 3.47 million.

**Question (Rewey):** "What does an arts organization or institution need to do to qualify to be included in the Scientific-Cultural District?"

**Answer:** "They must have been a certified 501(c)(3) non-profit organization for five years."

**Question (Benson):** "How many other communities have a tax to support the arts like we do?"

**Answer:** "Very few. Many cities have tried but have not been successful."

**Question (Goe):** "Given your statement of the financial impact in a school setting, studies are replete with findings on the educational benefit of the arts. Yet, every time there is a potential shortage of funds, it seems the first place they want to attack is the program for the arts and humanities. Are you involved in any way in the advocacy in that regard?"

**Answer** "We are indirectly involved and provide support for institutions trying to reach a balance between the arts and the balance of expenditures in educational institutions. It's a tough sell at this time."

[It was at this point that Deborah walked to a point about 10' west of the recorder and moved the microphone to a point roughly 10 cm above waist high. There were some good questions from the membership that came through, but the answers were just not loud and clear enough for adequate transcription. As they say about the art of recording the human voice, "Sorry 'bout that." Over the past year and a half, your editor has developed more and more empathy for the paparazzi and their

obvious over aggressive contortions for positioning their recording device, recorder or mike, in the near vicinity of the mouth of the person whose voice they're trying to record — particularly in the halls of the U. S. Capitol. However, if what you're interested in is an understandable comment from the subject whose voice is being recorded, ya' can't fault the final product. So, until your newsletter editor's base pay is more directly related to flawless recordings and transcriptions, he will probably try to stay as couth, and as unobtrusive, as possible.]

**President Mike** thanked Deborah for her interesting and informative talk. He then presented her with our certificate that we have purchased five polio vaccinations, in her name, for the Rotary PolioPlus program.

### MIKE'S CLOSING THOUGHT FOR THE DAY

**President Mike's** closing thought for the day is from one of **Ernie Carwile's** books — our speaker last week.

*I am standing on the seashore.  
A ship at my side spreads her white  
sails to the morning breeze and starts  
for the blue ocean.*

*I stand watching her until she fades  
on the horizon, That speck of white  
cloud just where the sea and sky  
meet, and someone at my side says,  
"She is gone."*

*But gone where? The loss of sight  
is in me, not in her.*

*And just at that moment when  
someone says, "She's gone," there are  
others on the other side watching her  
coming, "Here she comes," they shout with glee.*

*That is the way it is with dying.*

— Henry Scott Holland

### NEW MEMBERS



**PHILIP (PHIL) BEAVER**  
65 Glenmoor Dr.  
Cherry Hills Village, CO 80113  
(H) 303-789-9346  
[philip.beaver@hotmail.com](mailto:philip.beaver@hotmail.com)



**NEW MEMBERS (CONT.)**



**MELVIN (MEL) GRUSING**  
7992 S. Vincennes Way  
Centennial, CO 80112  
(H) 303-773-3293  
(O) 303-691-2635  
(Fax) 303-756-5930  
[melgru@earthlink.net](mailto:melgru@earthlink.net)

**PROSPECTIVE NEW MEMBER**

**JOAN SCHNEIDER**  
16363 East Fremont Ave., #1213  
Aurora, CO 80016  
(H) 402-740-6944  
[jschnei09@gmail.com](mailto:jschnei09@gmail.com)

**Former member of the Council Bluffs, IA,  
Rotary Club**

**"HERE...  
PUT THIS IN THE NEWSLETTER" DEPT.**

A couple of members gave me notes to put in the newsletter for the information of concerned members.

- Reminder from Steve Whisenhunt: If you purchased books from Ernie Carwile last week, don't forget to send him a check.
- Helen Dunn. If you would like to have her address and phone, she's currently living in the:

Christian Living Center (Johnson Center)  
Apartment 103  
5000 E. Arapahoe Road  
Centennial, CO 80122

Phone: 303.766.0404

Driving Directions:

- South on Broadway.
- Turn left (East) on Arapahoe Road.
- Johnson Center is on the south side of Arapahoe Road between Colorado Blvd. and S. Holly Street, one block west of the Arapahoe Village Shopping Center.