

Rockford East Rotary Club
Clock Tower Resort & Conference Center
7801 E. State Street, Rockford, IL 61108
April 26, 2011

www.rockfordeastro.org

WE MISSED YOU

Beth Arvidson, Nancy Bieck, Mike Belk, Joanne Blaser,
Joe Clinton, Ingrid Dohm, Robert Eichman, Gary Hamburg,
Don Johnson, Keith Kuhn, Verne Loeppert, Dee Premo,
Jon Whitlock

GUESTS

BIRTHDAYS and ANNIVERSARYS

Belated wishes to Craig Klaas – March 25

COMING EVENTS

May 3 – Speaker from the Women’s Crises Center
May 11 – Speaker from Rockford Park District-Nicholas
Conservatory.
May 17 – No meeting in the morning. We will meet at noon
at Mauh-Nah-Tee-See (see below). Sign up sheet to be
distributed before 5/12
May 24 – TBA
May 31 – No Meeting (day after Memorial Day)

Fundraiser Update: There are 6 weeks left
until the completion of our annual fundraiser.
Chris reported that to date we have collected
\$350.00. Our goal remains \$8000.00 –
\$10,000.00. Keep working hard to sell your
tickets!

SPEAKER’S NOTES

Steve Reitman from American Funds was our guest
speaker today. Steve gave us an update on the current
economic picture that included encouraging signs of
positive economic rebound. Economic rebound is usually
led by the consumer, but in our current situation the lead is
being taken by manufacturing and agriculture. This is good
news for the Midwest region. The market is also returning
to normal. Steve discussed the option of investing in
higher yielding tax free bonds. He also suggested
investing in good high quality companies that are tied to
high dividends and high quality investments. Steve

emphasized the fact that we cannot consume our way of
debt this time. We should take note of investing in
companies that innovate and export. The value of the
dollar is down but this does allow us to be more
competitive in the global market. Steve was a very
knowledgeable and interesting speaker.

THE FOUR WAY TEST

First, is it the truth?
Second, is it fair to all concerned?
Third, will it build goodwill & better friendships?
Fourth, will it be beneficial to all concerned?

The Object of Rotary

The Object of Rotary is to encourage and foster the ideal
of service as a basis of worthy enterprise and, in
particular, to encourage and foster:

- 1st - the development of acquaintance as an opportunity
for service;
- 2nd - high ethical standards in business and professions,
the recognition of the worthiness of all useful
occupations, and the dignifying of each Rotarian’s
occupation as an opportunity to serve society.
- 3rd - the application of the ideal of service in each
Rotarian’s personal, business, and community life
- 4th - the advancement of international understanding,

ROTARY MAKE-UP LOCATIONS:

Monday:	12:00 pm 05:45 pm	Four Seasons Banquets, Freeport Ellwood House, DeKalb
Tuesday:	12:00 pm 12:00 pm 12:10 pm	Loves Park Civic Center Rochelle Country Club Jimmy’s Patio Grill, Harvard
Wed:	07:00 am 11:45 am 12:00 pm 12:00 pm 12:00 pm	Steam Factory, Belvidere Maxon’s Manor, Oregon Stonewall Cafe, Pecatonica Carl’s Fargo, Sycamore YMCA, Belvidere
Thursday	07:00 am 12:00 pm	Four Season Banquets, Freeport Memorial Hall, Rockford
Friday	11:45 am	Desoto House Hotel, Galena

Online Make-up at: www.rotaryclubone.org

OFFICERS & DIRECTORS 2010-2011

President – Peg Wilkerson
Vice President – Mark Hutchinson
Secretary – Lynn Godina
Treasurer – Chris Weber
Past President – Scott Johnson
Club Service – Dick Wang
Community Service – Tracy Eastman
Foundation Chair – Jonathan Whitlock
Vocational Service – Mike Belk
Club Advisor – Craig Klaas
Club Historian – Don Johnson

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Rotary International Motto **“Service Above Self”**

The Four Avenues of Service

Based on the Object of Rotary, the four Avenues of Service are Rotary's philosophical cornerstone and the foundation on which Club activity is based:

Club Service focuses on strengthening fellowship and ensuring the effective functioning of the Club. The committee organizes social activities for the Club, maintains and order supplies, promotes Club involvement and friendships.

Community Service covers the projects and activities the Club undertakes to improve life in its community. The committee supports the effort of the Club to achieve community understanding by developing projects, assisting in community efforts and supporting the continued overall improvement of the community.

International Service encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace. The committee raises money for the Rotary Foundation which supplements Club and District projects to improve the quality of life, provide health care, clean water, food, education and other essential needs primarily in underdeveloped nations.

Vocational Service encourages Rotarians to serve others through their vocations and to practice high ethical standards. The committee provides opportunities for members to learn more about other vocations through weekly guest speakers, member vocational talks and community service tours.