



The Madison, Wisconsin

Rotary News

Vince Sweeney Speaks on the Marketing of Badger Athletics

Upcoming Rotary Speakers

July 18 – Vince Sweeney on Marketing Badger Athletics

July 23 & 24 – Service Club Olympics is official meeting of the week

August 1 – Author Ben Logan, *The Land Remembers*

August 8 – UW-Madison Professor Jeremi Suri on Henry Kissinger



Next week, on July 18th, we welcome Vince Sweeney to our podium at the Inn on the Park. He will present a broad outlook on UW-Madison athletics

including the new Big Ten Television agreement and will provide perspectives on the recently signed contract between UW-Madison and Leerfield Sports.

Vince Sweeney has been part of the UW Athletic Department's administrative team for 16 years. He manages the marketing and promotions, ticketing, communications, video service and website services components of the division and is the department liaison with the Big Ten Network, Badger Sports

Properties and the National W Club.

Sweeney managed the Athletics department's sales of suites, club seats and premium club seats in the newly renovated Camp Randall Stadium, which opened in 2004, and at the Kohl Center, which opened in 1998. In both cases, all of the suites and premium seating was sold out in advance of opening. Under his leadership, the department successfully launched its new annual fundraising program – The Badger Fund – in 2001, a program that now generates nearly \$10 million per year in support of UW Athletics. Under Sweeney's leadership, the UW Athletic Department developed a variety of innovative marketing and branding programs that have helped put Wisconsin among

the national attendance leaders in football, men's and women's basketball, women's volleyball, men's hockey and women's hockey.

Sweeney is a native of Madison, a graduate of Edgewood High School and UW-Madison, where he earned a Journalism degree in 1978. He currently serves on the Board of Directors of the Greater Madison Convention and Visitors Bureau and published his first book *Always a Badger: The Pat Richter Story* in 2005.

The program committee thanks program chair emeritus Bill Robbins for his assistance in scheduling this program.

Members bringing guests are asked to contact the Rotary office by Tuesday noon (email office@rotarymadison.org)

WI Supreme Court Justice Jon Wilcox

Supreme Court Justice Jon P. Wilcox treated his fellow Rotarians to an inside look at the court, and what goes on there. Acknowledging that many Rotarians have visited the court, he urged any who haven't yet done so to come and see the magnificent facility the citizens of Wisconsin provide for the court. At the end of July, Wilcox will retire after 15 years on the Supreme Court. Appointed by Governor Tommy Thompson in 1992, he was elected to a 10-year term in 1997. He also joined Downtown Rotary in 1992. Before that, he was a Rotarian in Wautoma for many years. He noted that our club is probably 10 times as large as his old club, and reminded new members and old of the tremendous impact a club like ours can have for world peace and friendship. Just before his speech, we had heard a report about Rotary exchange students and the need to find host families for them. Wilcox and his family hosted two Rotary exchange students – one from Spain and one from

Japan – and found it a wonderful experience and an opportunity to form lifelong friendships.

Wilcox commented that when he joined the Court in 1992, there had been no change in the court's membership for ten years. During his tenure there, he has witnessed many changes, including what he considers a rapid turnover of justices. In 1978, the Supreme Court was unable to keep up with its work, and was 2 ½ years behind. In that year a constitutional amendment provided for an appellate court, an important court reform. In Wisconsin, about 18% of cases that are appealed to the Supreme Court are heard. (In comparison, the U. S. Supreme Court hears about ½ of 1%.) Today the court hears fewer cases than in past decades, but the opinions are much longer. Cases are heard at the discretion of the court, and the justices debate in a locked facility. He shared some of his lighter moments on the court, including his clerk appearing at the

continued on page two...



Wilcox from page one...

locked door with pizza, which then Chief Justice Heffernan said they might as well eat. This was in reference to the first case Wilcox wrote when he joined the court which he calls the "pizza bandit case." He also confided that Justice Crooks reads the court members' their horoscopes every day.

Fifteen years of hard work – reading 15,000 to 18,000 cases – lightened by some judicial humor have filled this stage of Wilcox's career, which also included 3 terms in the legislature, practicing law in two different firms, and service as a circuit court judge. Wilcox plans to return to Wautoma after his retirement. Downtown Rotarians greatly enjoyed the remarks of our distinguished member Justice Jon Wilcox.

Our thanks to Jon Wilcox for his presentation and to Mary Helen Becker for this review article.

Welcome Our Newest Members!



Sean P. Baxter has been loaned the classification of Real Estate, and he is vice president of Kayser Automotive Group.

A native Madisonian, Sean, lives on Oneida Place. He attended Arizona State University and earned a B.S. degree in real estate.

Sean is a member of the National Automobile Dealers Association and the Madison Auto Dealers Association. He was listed as one of the "Top 40 Under 40" by *Madison Magazine*, and he has served as a director of Madison Area CrimeStoppers.

He enjoys spending time with his family, cooking, travel and golf.

Sean's sponsors are Nate Brand and Fred Mohs.



Thomas J. Carto (Tom) has been loaned the classification of Arts-Performing and is president and CEO of the Overture Center for the Arts.

Coming to Madison from Mansfield, Ohio, with his wife, Laurie, and two sons, Connor and Samuel, Tom and his family have made their home on Cornucopia Court.

Tom attended Ohio Wesleyan University and earned his B.S. degree in music and then continued his studies in music at Indiana University and earned his Master's degree and Doctorate. He is a former member of the Mansfield, Ohio Rotary Club.

He is a member of the Association of Performing Arts Presenters, League of Historic American Theatres, and the International Association of Assembly Managers.

In his free time, Tom enjoys spending time with his family, golf and running.

Tom's sponsor is Jim Ruhly.



Daniel J. Neely (Dan) has been loaned the classification of Business Services, Supplies & Technology and is CEO and founder of Networked Insights.

Dan was born in Liverpool, England, and came to Madison from San Francisco in 2003 with his wife Tiffany. They live on Vilas Avenue. In San Francisco he was part of the founding team at eSurance, helped take Scient to IPO and helped successfully launch a technology business out of British Telecom.

Dan holds a B.B.A. degree from the University of Georgia.

When he is not being an entrepreneur, Dan enjoys wine and skiing.

His sponsors are Sharon Chamberlain and Brad Murphy.



David A. Sorber has been loaned the classification of Health Services and is chairman of the board for Dean Health Systems.

He was born in Wilkes-Barre, Pennsylvania. David and his wife, Rosalind, live on Canvasback Circle and have two adult children.

He earned a B.S. degree from Brown University and an M.D. degree from Hahnemann Medical College in Philadelphia.

David is a member of the American Geriatrics Society. His sponsors are Greg Griffin, Bill Rock and Jac Garner.

Have You Signed Up To Participate In The Service Club Olympics Yet? It's our official meeting of the week (no regular meeting July 25)



We are seeking participants for the following events yet:

Backgammon at 1:30 p.m. at Cherokee

Bocce Ball at 1:30 p.m. at Cherokee

Golf at 7:30 a.m. at Bridges Course

Horseshoes at 1:30 p.m., Cherokee

Scrabble at 1:30 p.m. at Cherokee

Dinner at 5:30 p.m. at Cherokee

These events will be held on Tuesday, July 24th.

It's our hope to have members registered in all events as this will increase our chances of bringing home the #1 trophy this year!

Contact the Rotary office at phone 255-9164 or email office@rotarymadison.org to register for one of the above events.



Rotary Motorcycle Fellowship Group Outing on June 23rd.

Pictured from Left: John Bonsett-Veal, Jeff Bartell, Angela Bartell, Dave Boyer, Joan McNulty, Denny Carey and Peggy Lescrenier. The group met in Oregon that morning and enjoyed a leisurely ride followed by lunch. Great fellowship!

Members in the News

Greg Oelerich is a member of a local band called *Suburban Disturbance* and was featured in an article as an "Exec Who Rocks Out." *InBusiness* Jul 07

Londa Dewey was pictured and quoted in an article on an agenda of change for United Way. *InBusiness* Jul 07

Dave Stark was pictured and quoted in an article on ways to decrease homelessness in Madison. *InBusiness* Jul 07

Darrell Bazzell was pictured and quoted in an article on making connections with youth in Madison. *InBusiness* Jul 07


Tom Carto was featured as an executive profile in *InBusiness* magazine. Jul 07

Chris Berry, Frank Byrne, Dana Corbett, Perry & Virginia Henderson, Barb Hummel, Kathyne McGowan, Jerry Minnich, Marty Preizler, Tom Ragatz and Barb Snell were pictured at various Madison area celebrations. *50 Plus Lifestyles* Jul 07

Renee Moe and Dave Stark were pictured at various Madison events. *Brava* Jul 07

Ellsworth Brown announces the Wisconsin Historical Museum's World Series Wisconsin exhibit will run from July 17 - December 22 and will feature the 1957 Braves and the 1982 Brewers.

Amanda Todd was quoted in an article with a picture of **Regina Millner's** Rotary Roast program on June 27th. *WSJ* 7/6

 *Our Sympathy...* to **Allen Arntsen** whose father, Arthur, passed away on July 7th. Our deepest sympathies to Allen and his family.



The Rotary Foundation of Rotary International

The most recent membership dues billing includes a line item with an option for members to make a

contribution to The Rotary Foundation of Rotary International which provides support to Rotary International's projects and programs.

The Rotary Foundation of Rotary International was launched by former Rotary International President Arch Klumph who in 1917 declared that "we should accept endowments for the purpose of doing good in the world in charitable, educational, and other avenues of community service." His vision and a contribution of \$26 (the amount remaining from the Rotary International Convention that year) helped to establish this charitable and humanitarian arm of Rotary International. Due to the hard work and generosity of Rotarians worldwide, The Rotary Foundation has improved lives for nearly 100 years.

Members of the Rotary Club of Madison are encouraged to support both our local Foundation - in which we hold an annual fund drive each November through mid-January - as well as The Rotary Foundation of Rotary International.

New Rotary Rosters Available

If you have not picked up your copy of the July 2007 edition of our Rotary Roster, please do so at the next meeting!

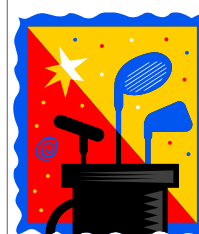


Wisdom From the Ancients

Compiled by Menahem Mansoor

OVERAMBIION

Never try to catch two frogs with one hand. — Chinese Proverb



Rotary Golf Outing

Tuesday, August 28th

Geneva National Golf Course or House on The Rock Resort

Details forthcoming....

Save the date on your calendar.



Meetings and Events

- July 15 3:00 p.m. MRF Mentor/Scholar Picnic at Dick Pearson's Home
- July 18 11:15 a.m. Orientation Committee Meeting at Inn on the Park
- 11:15 a.m. Senior Service Committee Meeting
- 11:30 a.m. Classification Committee Meeting at Inn on the Park
- July 23-24 SERVICE CLUB OLYMPICS
- July 25 NO ROTARY MEETING
- July 26 5:00 p.m. New Member Event – Pontoon Boat Ride
- Aug 1 10:45 a.m. New Member Orientation at Rotary Office
- Aug 6 5:00 p.m. Rotary Board Meeting at Bryant Building in Stoughton
- Aug 8 1:30 p.m. Centennial Committee Meeting at Inn on the Park

Happy Birthday!

- July 16 – “Jim” – James D. Bower -- Adm. Date: 07/05/2006 Consulting. The Bower Group LLC
- July 16 -- “David” -- David R. Stiennon -- Adm. Date: 05/03/2000 Law. Stiennon & Stiennon
- July 17 -- “Ward” -- Wardell H. Pike -- Adm. Date: 05/20/1959 Brokerage & Investments-Retired. Director 1976-78, Vice President 1977-78 PHF
- July 18 -- “Sue” -- Sue Ann Kaestner -- Adm. Date: 01/08/2003 Advertising, Publicity & Public Relations. The Widget Source Formerly Rotarian at Madison Horizons
- July 21 -- “Tina” -- Athena Choles -- Adm. Date: 06/04/2003 Retail-Services & Products. Choles Floral
- July 21 -- “Scott” -- Scott R. Haumersen -- Adm. Date: 05/07/2003 Accounting. Wegner CPA's & Consultants
- July 21 -- “Dave” -- David V. Mollenhoff -- Adm. Date: 07/07/1982 Real Estate. Lakeridge LLC Director 1987-89, 1991-92, President 1990-91 PHF (6)



July 11, 2007

Make-up Artists

Adams, L at WT-Middleton 6/29; Albert, D at Breakfast 7/2; Bonsett-Veal, J at Oregon 7/2; Braunger, J at Waunakee 6/28; Corbett, D at Breakfast 6/25; Gutknecht, K at St. George, UT 6/11; Helfrecht, D at West 6/28; Henderson, P at Horizons 6/6; Huff, K at Middleton Sunrise 6/29; Laufman, M at WT-Middleton 6/8; Leffler, R at Breakfast 7/2; Lucas, T at South 6/2; Thain, J at Breakfast 7/2; Welton, K at Lakeland - Minocqua, WI 6/29; Wildman, J at WT-Middleton 6/8

Guests

Martha Vukelich-Austin of Carol Toussaint; Toni Metherall of Donna Beestman; Nathaniel Javid of Mitch Javid; Rick Cushman of Susan Schmitz; William Mann of Bill Muehl; Bruce Olsen of Neil Fauerbach; Ranette Maurer of Tim Krueger; Willie Larkin of Ann Cardinale; Bob Bucci of Steve Holzhauser; Lisa Nelson of Chris Tackett

Visiting Rotarians

Bruce Mohs from West; Ann Oberle from Sun Prairie; Jane Gahan from Australia



Madison City Channel 12

We would like to thank Madison City Channel 12 for videotaping our meeting this week. The program will be rebroadcast on:
 Friday, July 13 at 8pm
 Saturday, July 14 at Noon
 Saturday, July 14 at 8pm
 Sunday, July 15 at 10pm
 Tuesday, July 17 at 10am

Attendance Record

Date	Total Members	Total Active	Active Attending (include Make-ups)	Percentage
7/12/06	487	348	267 (63)	76.72%
7/11/07	507	363	350 (133)	96.69%

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Make up your missed meetings.

City or Club	Day	Time	Place
Madison Breakfast	M	7:30 am	Firefly Restaurant, 2701 University Ave.
Madison South	M	12:15 pm	Sheraton Inn, 706 John Nolen Dr.
Oregon	T	6:45 am	Independent Bank of Oregon, 744 N. Main St.
Sun Prairie	T	7:15 am	Colonial Club, 301 Blankenheim Lane
Madison East	T	Noon	Howard Johnson's, 3841 E. Washington Ave.
Fitchburg/Verona	T	12:15 pm	Dry Bean, 5264 Verona Rd.
Madison Horizons	T	12:10 pm	Radisson Inn West, 517 Grand Canyon Dr.
Mount Horeb	W	Noon	Mt. Horeb Pub & Brewery, 105 S. Second St.
DeForest Area	W	Noon	DeForest Community Center, 505 N. Main St.
Stoughton	W	12:10 pm	Broux Haus, 900 Nygaard St.
Madison West	Th	12:15 pm	The West Side Club, 437 County Rd. M
Waunakee	Th	Noon	The Innkeeper, 301 N. Century Ave.
Middleton Area	T	7:00 am	George's Chop House, 1109 Fourier Dr.
Madison WT-Middleton	F	12:12 pm	The West Side Club, 437 County Rd. M
eClub One			Anytime www.rotaryclubone.com
Second Harvest Foodbank			Volunteer for one hour and receive a make-up. Call 223-9121 to schedule your time.
Red Cross			Donate a pint of blood and receive a make-up

NOTE: Make-ups must be 14 days before or after the missed meeting. For other cities, visit Rotary International's website: www.rotary.org.

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