



The Rotary Club of Des Moines is an association of community leaders who are making our community and the world a better place to live, learn, work and play.

Deeper Thoughts

July 28, 2010

Business for goodness' sake

At a time when the headlines are filled with investment bankers' bonuses and Madoffian scams, it's a relief to learn about someone like Sean Marx. His company is the largest independent office supplier in the western United States, competing with the likes of Staples and Office Depot, but 75 percent of its profits – more than \$4 million so far – go not to shareholders, but to charity. What Paul Newman was to salad dressing and spaghetti sauce, Marx, a member of the Rotary Club of Oakland, California, is to printer cartridges and paper.

"Sean works very hard, competes very tough," says Mike Hannigan, Marx's business partner and the cofounder of the company, Give Something Back. "At the end of the day, sharing is the ultimate result. That's Rotary's message as well."

Give Something Back functions in many ways like any other business, making sure its service and prices are competitive for its 17,000 customers. Its 75 employees' paychecks are on par with those in the rest of the industry. But that's where the similarities end. Through a balloting process involving customers and staff, the business pumps about 70 percent of its profits into nonprofits. In 2007, it donated \$435,000 to more than 140 organizations, and in 2008 donations topped \$250,000 despite the tough economy.

"I was brought up with a strong sense of the importance of supporting others, how that's part of the foundation of a happy and fulfilling life," he says.

"I knew I wanted to be an entrepreneur. I wanted to start something," he says – when Hannigan approached him with the idea for Give Something Back. The

two hatched the plan over several weeks, after workouts at the YMCA. They each pitched in \$20,000 from their personal savings and started selling office supplies out of Hannigan's living room in 1991. They called Paul Newman for advice. Marx focused on sales and marketing, Hannigan on administration.



David Hicks recruited Marx into the Oakland club in 1993, after reading a newspaper article about the company. "I consider having persuaded Sean to come and give Rotary a try to be one of my greatest accomplishments in my years as a Rotarian," Hicks says. Marx is past president of his club's endowment board and has been fundraising chair several times, helping to generate \$1.6 million in donations over three years in honor of the club's centennial in 2009. Through Give Something Back, he matches club members' donations to a holiday bell-ringing campaign.

There's a growing awareness of socially responsible businesses, Marx says, and the troubled economy may actually end up helping rather than harming companies like his. Marx thinks consumers are disillusioned with the leaders of some of the biggest businesses and want to support those that emphasize values. He has no intention of pulling back on his company's level of philanthropy. "With the unemployment rate up and benefits being cut at the state and federal levels, the need is greater than ever," he says. "If anything, our commitment to community giving is stronger than ever."

What's up, today?

Club assembly

NEXT WEEK - GREETERS

Jane Ipsen and
Janel Stoneback

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July Birthdays!

Patrice Thorell - 7/10
Bob Sheckler - 7/23
Veronica Alicea-Galvan - 7/29

President's Corner by Al Isaac



*Summertime, summertime,
sum, sum, summertime.....*

the words of the Jamies' song
ring in my ears. Shut the,
books, look alive, head for
the hills, it's time to live and have
some thrills, it's summertime....

With clear skies, 80 degree temperatures, and lots of activities from which to choose, I hope you are finding some fun things to do with family and friends. (I know, there is work to be done, too, but, for the moment let's look beyond that to some summer fun!) When the weather is good here, like now, to us, it is perfect. In so many other places where we have lived the humidity races with and often exceeds the temperature. In our service assignments we lived there...and we are grateful to have settled in the Great Pacific Northwest!

So what will we do with these great conditions? Certainly attend the Des Moines Farmer's Market each week, and for the next three weeks head for the Des Moines Beach Park concerts Wednesday evenings at 7:00PM. And on Saturday, July 31, again at the Beach Park, our Rotary club is partnering with the Des Moines Arts Commission to sponsor the Seattle Shakespeare Company's rendition of "Much Ado about Nothing," an intriguing comedy with several twists and turns and a happy ending.

Other options include Seafair events or the Sahalee Golf Course hosting the U.S Senior Open this week.

Meanwhile, Wild Waves beckons to the younger set, and it provides a wonderful day with the children and/or grandchildren for one Rotary family.

I also heard a report of a trip of a Rotary family trip to the Tri-Cities for the boat races, camping out in a friend's yard, and enjoying? 100 degree days. Another small group went to Port Angeles and a beach front house with some camping out in the yard and later, dipping toes into the cooler Strait of Juan de Fuca. Yet another family was poised to take their boat out for a day or two to savor the excellent boating season underway. And I know of one family touring in Glacier National Park this week. As for us, we are headed to Port Angeles and Forks with some extended family house guests. There may be a report on that next week if we can dodge the vampires and wolves.

This is such a good time of the year to recharge one's batteries and enjoy our unsurpassed climate here. I hope you have taken or soon will be able to take some time to relax, refresh, and recharge. Back in our Rotary world, we are planning our year with updated goals and a refreshed energy to provide Service Above Self early and often. Please think on the many goals and activities presented at the Assembly today. Surely, there are some interesting and fun things for everyone to do. And the best part.....you will never find better people to do it with!



Membership Moment by Ric Jacobson

Last week under membership we discussed induct. This week we are going to induct Vince Koester. The next item on **Membership Development is Orient**. How do we do this? We, as members, all help in this category. By making the new member feel welcome and introduce your selves to the new member. Share your experience about Rotary with the new member. Such as:

1. Helping on the Back Pack program
2. Being involved with wine Festival or beer Festival
3. Being on a committee
4. Helping at Northwest Harvest
5. The RotoMow event

So you can see how important that you are in this process, the more we help a new member feel welcome and share with them how much we have gotten out of Rotary the sooner they become a productive member. Next week we will discuss **Educate**.

Rotary History: Do you know when our club was formed ? February 20 1958

Thank You for what you do.
Ric Jacobson

Twelve Benefits of Music Education

1. It is thought that brain development continues for many years after birth. Recent studies have clearly indicated that musical training physically develops the part of the left side of the brain known to be involved with processing language.
2. There is also a causal link between music and spatial intelligence (the ability to perceive the world accurately and to form mental pictures of things). This kind of intelligence, by which one can visualize various elements that should go together, is critical to the sort of thinking necessary for everything from solving advanced mathematics problems to being able to pack a book-bag with everything that will be needed for the day.
3. Students of the arts learn to think creatively and to solve problems by imagining various solutions, rejecting outdated rules and assumptions.
4. Recent studies show that students who study the arts are more successful on standardized tests such as the SAT. They also achieve higher grades in high school.
5. A study of the arts provides children with an internal glimpse of other cultures and teaches them to be empathetic towards the people of these cultures.
6. Students of music learn craftsmanship as they study how details are put together. These standards, when applied to a student's own work, demand a new level of excellence and require students to stretch their inner resources.
7. In music, a mistake is a mistake; the instrument is in tune or not, the notes are well played or not, the entrance is made or not. It is only by much hard work that a successful performance is possible. Through music study, students learn the value of sustained effort to achieve excellence and the concrete rewards of hard work.
8. Music study enhances teamwork skills and discipline. In order for an orchestra to sound good, all players must work together harmoniously towards a single goal, the performance, and must commit to learning music, attending rehearsals, and practicing.
9. Music provides children with a means of self-expression. Everyone needs to be in touch at some time in his life with his core, with what he is and what he feels. Self-esteem is a by-product of this self-expression.
10. Music study develops skills that are necessary in the workplace. It focuses on "doing," as opposed to observing, and teaches students how to perform, literally, anywhere in the world. Employers are looking for multi-dimensional workers with the sort of flexible and supple intellects that music education helps to create as described above.
11. Music performance teaches young people to conquer fear and to take risks. A little anxiety is a good thing, and something that will occur often in life. Dealing with it early and often makes it less of a problem later. Risk-taking is essential if a child is to fully develop his or her potential.
12. An arts education exposes children to the incomparable.

2010 Council on Legislation: Noteworthy News

The Council on Legislation, Rotary's "parliament," meets every three years to deliberate and act upon all proposed enactments and resolutions submitted by clubs, district conferences, the General Council and Conference of Rotary International in Great Britain and Ireland, and the RI Board.

Here are a few highlights from the 2010 Council:

- E-clubs became a permanent part of Rotary International.
- A fifth Avenue of Service was added: New Generations Service.
- Transferring and former Rotarians must obtain a certificate from the board of the previous club confirming the prospective member's prior membership in that club.

- No club may limit membership in the club on the basis of sexual orientation.
- The RI Board was requested — through a resolution — to consider proposing legislation to the next Council to create a new type of membership: satellite club membership.

Visit the RI website for more in-depth information on the results of the 2010 Council on Legislation.

Rotary Club of Des Moines

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Board Of Directors:

President: Al Isaac

Secretary: Pat Bosmans

Treasurer: Brian Snure

President-Elect: Mark Rusnak

Past President: Lisa Meinecke

Committee Chairs:

Community Service: Steve Swank

Educational Svc.: Catherine Carbone-Rogers

International Service: Mark Rusnak

Foundation: Jim Polhamus

Membership: Ric Jacobson

Club Service: Dave Markwell

Public Relations: Michael Allan

Programs: Janel Stoneback

Sergeant-at-Arms: Dave Loft

Major Fundraiser Chair: Brain Snure/
Lisa Meinecke

Board meetings are held at 7:30 a.m., on the
second Tuesday of each month.

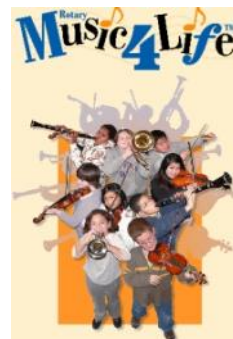
We are on the web!
www.dmrotary.org

RI's statement on diversity

Rotary International recognizes the value of diversity within individual clubs. Rotary encourages clubs to assess those in their communities who are eligible for membership, under existing membership guidelines, and to endeavor to include the appropriate range of individuals in their clubs. A club that reflects its community with regard to professional and business classification, gender, age, religion, and ethnicity is a club with the key to its future.

Sponsors Needed!

The Poverty Bay Blues and Brews Fest is almost here and we still need sponsors. If you would like to become a sponsor or know of someone who might be interested, please let Ric, Dan or Lisa know. Sponsorship levels begin as low as \$250.00. Thank you for your support in this fundraiser, which will allow children in the Highline Schools the experience of playing a musical instrument and benefiting from music4life!



Rotary History

1911

Rotary launches *The National Rotarian* (later *The Rotarian*) with Chesley Perry as editor. The first issue appears in January. The 12-page periodical includes an essay written by Paul Harris about the purpose of Rotary clubs, announcements of newly chartered clubs, and other club news items.



Important Web Sites (Check them out!)

Our Club: www.dmrotary.org

District 5030: www.rotary5030.org

Rotary International: www..rotary.org