



February 1st, 2008
Volume 87 No. 8

The Rotary Club of Portland
Chartered 1910

BUSINESS LEADERS CONNECTING TO
MAKE A DIFFERENCE

Community Leadership Forum Promoting Civic Excellence through Business Ethics

February 12th, 2008

Sponsored by



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PortlandTribune

The Rotary Club of Portland is hosting a Community Leadership Forum on February 12th, 2008. The forum is aimed at providing a voice of leadership in the community on issues relevant to Portland. The first topic is Business Ethics.

The panelists are: Brian Rohter, CEO of New Seasons, Steve Deacon, CEO of SD Deacon and Jay Graves, CEO of Bike Gallery. Each of the panelists are recipients of the Oregon Ethics in Business Awards (OEIB) and will discuss how they earned this prestigious award.

Steve Clark, Publisher of the Portland Tribune will serve as Moderator for the program. Steve will ask the panelists how they establish a culture that is conducive to ethical behavior in their businesses.

Rotarians, community leaders and guests will also be invited to participate in an exercise that examines ethics from their position.

Meet Dave Underriner, CEO of Providence Health and Services and express your appreciation for sponsoring this exciting program.

February Programs
Noon Tuesdays— Governor Hotel

February 5th

Wind Power

Jens Soby

President, Vestas Americas

February 12th

**Community Leadership Forum
Promoting Civic Excellence
through Business Ethics**

Sponsored by Providence Health and Services and the Portland Tribune
Moderator: Steve Clark, Publisher, Portland Tribune

Panelists: Brian Rohter, CEO, New Seasons' Markets; Steve Deacon, CEO, SD Deacon; Jay Graves, CEO, Bike Gallery

February 19th

**Lincoln, Emancipation, and the
Continuing American Dilemma**

Elliott Trommald

February 26th

Business Fair

For More Information on our programs, check Page 2 or visit our [website!](#)

Register for the 2008 Auction Community All Stars Event

March 7th, 2008

6:00pm, Governor Hotel

Individual tickets—\$100

Purchase a table for 8—\$750

Registration card included with this newsletter

Contact [Kay Lynn Myers](#) or [Al Rowley](#) to find out more about donating items to be auctioned.

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MEETING CALENDAR FOR FEBRUARY

Team/Board	Time	Location
February 5th		
Program Team	11:00am	Governor Hotel
Youth Exchange	11:00am	Governor Hotel
Auction	11:00am	Governor Hotel
February 12th		
Community Grants	11:00am	Governor Hotel
Enterprise Academy	11:00am	Governor Hotel
February 14th		
BF&A	7:30am	Rotary Office
February 19th		
International Service	10:45am	Governor Hotel
Enterprise Academy	11:00am	Governor Hotel
Auction	11:00am	Governor Hotel
Planet Earth Team	11:30am	Governor Hotel
Wheels of Power	11:00am	Rotary Office
February 21st		
Club Board	7:30am	Rotary Office
February 26th		
Domestic Violence Sol.	11:00am	Governor Hotel
Connectors	11:00am	Governor Hotel
February 28th		
Trust Board	7:30am	Rotary Office

Charitable Trust Board Report

January 24th meeting Results *Submitted by Bob Dervedde*

Your Charitable Trust Board of Directors at its January 24 meeting approved placement of two power chairs and a matching grant for water filters in Guatemala.

The Wheels of Power Committee recommended chairs be distributed to two needy recipients from inventory valued at \$3,177.

A \$5,000 World Community Service grant was approved at the request of the International Committee for water filters in rural Guatemala. This amount will be matched by other clubs and Rotary International to produce \$58,000 to purchase 1,160 water filters to assure potable water to people living in isolated mountain regions of the country, an ongoing project for RI, spearheaded by the Florence, Oregon Rotary Club.

Through the first six-months of this Rotary year, \$143,313 has been granted or spent on Portland Rotary charitable projects.

Upcoming February Programs

Wind Power February 5th, 2008

Wind power is modern energy. It is the clean, renewable, local, competitive and independent answer to increasing energy consumption and global warming. And it creates local jobs and economic activity. Jens Sjøby, President of Vestas Americas, will provide insight into wind power and Vestas' operations in North America, the Northwest and Portland.

With more than 33,500 wind turbines installed in 63 countries, Vestas is the world's leading supplier of wind power systems. Vestas has sold 32 percent of the accumulated global megawatts of installed wind capacity, and has a track record of supplying more than 4,200 megawatts in the USA.

Vestas Americas is the company's North American sales business unit, headquartered in Portland, Oregon. The company has a workforce of over 1,000 employees in the USA and Canada, with more than 300 employees working at the Portland-based headquarters, Business Academy and Tools Warehouse and at wind project sites in Oregon. Vestas is currently establishing a blade factory in Windsor, Colorado, which will begin production in the first quarter of 2008. The company has also announced plans to establish tower manufacturing and a research and development center in the USA.

As the President of Vestas Americas, Jens Sjøby is overall responsible for en-

sureing the successful strategic development and continued growth of the Vestas Group's activities in North America. As such, Jens leads all commercial and operational activities of the business in the USA and Canada, including marketing, sales, installation, and service and maintenance of high-technology wind power systems.

Jens came to Vestas Americas in 2004, bringing extensive experience from executive management positions in a number of European companies in various industries.

Jens serves as a member of the Board of Directors of the American Wind Energy Association (AWEA) and of the Board of Directors of the American-Danish Business Council. He is a Certified Auditor and holds a degree from the Executive Management School in TEC/Brussels, Belgium, and RKW/Düsseldorf, Germany.

Submitted by Vestas Americas



Lincoln, Emancipation, and the Continuing American Dilemma

February 19th, 2008

Elliott Trommald, retired educator, is Portland's local Lincoln authority. Trommald is Commissioner, Oregon Lincoln Bicentennial Commission, Board Mem-

ber, Friends of History, Portland State University, Portland, OR, and Board Member, Northwest District Association, Portland, OR.

2008 Business Fair

February 26th, 2008

Save your space now! Introduce your organization to some 200 of everyone-who's-anyone in the Portland metropolitan area. If your organization doesn't need the positive exposure, consider

sponsoring a worthwhile non-profit agency. For more information on booth registration, contact Patrick Cummings at businessfair@rotarypdx.org

Rotary's Image is a Key to Our Success

By Dick Clark, Rotary Club of Portland President

When you see golden arches, what do you think? Big Macs at McDonald's. How about a silhouette of an apple? MAC computers from Apple Computers.

Now, what do you think when you see the Rotary Wheel on a lapel pin? Probably immediate images of (engaging!) Club meetings, community service, ethics. But what do your friends, neighbors and fellow Portlanders think when they see the Rotary Wheel? The reactions may vary from similar responses to yours to a shrug of the shoulders and a blank stare.

Last Saturday, 24 members of our organization representing the boards of the Club and Trust and some key team leaders for membership and marketing tackled this fundamental issue of awareness and relevance of Rotary during our annual Strategic Planning Meeting.

We heard details about these important facts:

- There is a strong climate/environment in the Portland community for service and volunteer organizations
- Our recent club survey showed our members are generally satisfied and agree with our activity priorities. Club

member Mike Riley, who coordinated the survey, will share more at a future meeting.

- There are diverse views and misperceptions about Rotary based on the marketing committee focus group interviews
- Our club membership level is growing stronger thanks to our Connectors membership group during a time of declining Rotary involvement nationally.

After learning about and reviewing this information, we turned our focus to starting the process of implementing changes that will keep club healthy:

- Develop a communication plan that will help our club attract new members
- Present a more effective message that all members can use when communicating what and who the Rotary Club of Portland is and why business and community leaders will want to join the club
- Take actions to present the club in a more contemporary way through communications, Tuesday meetings and

other club activities

After we do all of this work, we agreed we want these outcomes:

- Effectively communicate the Rotary Club of Portland story
- Make our club more visible in the community
- Make our club look more contemporary to members and the community
- Represent the diversity of our community
- Build a greater sense of community in the club
- Attract and retain members to achieve our goal of 500 members

At the conclusion of the session, a number of tasks were identified for further action. Teams or committees will be assigned various tasks during the next few months for development and implementation. Please ask your club board members how to get involved.

Thank you very much to Club Treasurer Dev Dion for organizing the meeting and steering the discussion, and we appreciate the participation of all of those who attended..

Upcoming Rotary Events

April 24-27, 2008

**2008 Rotary District 5100
Conference**

Pendleton Convention Center

June 11th, 2008

**Oregon Ethics in Business Awards
Banquet**

6:00pm, Governor Hotel

June 13th, 2008

**Rotary Club Centennial Soiree
Los Angeles, California**

June 15-18, 2008

**Rotary International
Convention
Los Angeles, California**

A Note From Serge D'Rovencourt

**To all my Rotarian friends,
I wish you a happy and healthy
2008**

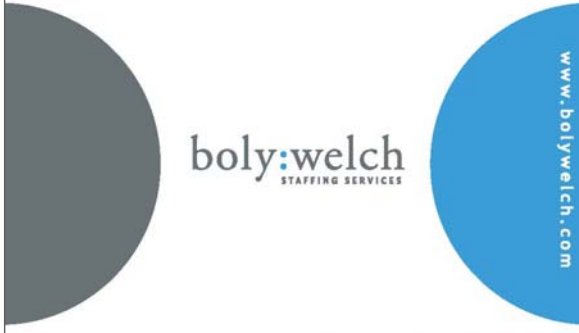
**My thanks for all your good expressions as I was his by a stroke
2 years ago.**

**God Bless,
Recuperating Serge**

February Birthdays

Doug Moshofsky	Feb. 1	Marie Keene	Feb. 8	Stephanie Selser	Feb. 17
Donna Davis	Feb. 2	Chi-Wu Chang	Feb. 9	Mark McClanahan	Feb. 19
Walt Wright	Feb. 2	Chelyn Briand	Feb. 10	Florence Hahn	Feb. 20
Wayne Gunderson	Feb. 3	Vickie Jubinville	Feb. 11	Zoa Woodward	Feb. 21
Timm Locke	Feb. 4	David Cheveallier	Feb. 12	Greg Brown	Feb. 23
Justin Buell	Feb. 5	Phil Lewis	Feb. 13	Lilisa Hall	Feb. 26
Wolter Van Doorninck	Feb. 5	Norma Seeley	Feb. 14	Bill Heestand	Feb. 27
Tony Seashore	Feb. 6	Nathan Beatty	Feb. 15	Art James	Feb. 27
Jamieson Grabenhorst	Feb. 7	Angelo Carella	Feb. 15	Noel King	Feb. 28
Dick Thomas	Feb. 7	Jim Milne	Feb. 16		
Bennett Johnson	Feb. 8	Marv Runyan	Feb. 17		

FIT MATTERS MOST



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503-228-1542

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Please bring refundable cans and printer cartridges Tuesday to help fight cancer

Submitted by Dick Clark

On Tuesday, Feb. 5, you have a way to fight back against cancer. Two Rotarians are organizing collections to benefit a youth organization raising funds for cancer research. We heard about Kate's Kids for the Cure when Katelyn Tomac spoke to our Club in November.

Club member Mark Beckius will have one of his trucks marked with a banner on the side for us to donate our refundable cans and bottles from our businesses and homes. Mark will generously match the total of the funds raised through this effort. Please bring your sacks of cans to the truck outside the Governor Hotel on Tuesday.

Additionally, Club member Sam Tosti continues his efforts to collect empty printer cartridges that can be turned in for deposits of 50 cents to several dollars. The cartridges must be empty and not have been re-filled for a second time. Canon and Epson cartridges are not returnable. Please see Sam for more details.

Kate's Club is hosting a benefit concert for cancer research from 5:30 to 8:30 p.m. on Friday, Feb. 8 at Beautiful Savior Lutheran Church. Details are on www.kk4c.com.

2007-2008 Officers and Board of Directors

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Judy Hutchison

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Visit the Rotary Club Of Portland Website

<http://www.rotarypdx.org>

Get Committee news, post your news and information, link to other websites, and be sure to check the photo gallery!

Remember you can SHOP Amazon.com through [our website](#) and benefit the Portland Rotary Charitable Trust.