



# ROTARY CLUB OF APPLETON

## GUSTO

Service Above Self

### August 5th, 2014

#### **Upcoming Programs**

### August 12th

#### **Salon A**

RYE Rebound from Brazil –

Levi Cross

Thought of the Day:

Joe Mauthe

### August 19th

Move to Amend

Thought of the Day:

John Hagins

### Officers 2014-2015

#### **President**

Deborah Wetter

#### **President-Elect**

Sridhar

#### **Past President**

Peter Kelly

#### **Secretary**

Jennifer Stephany

#### **Treasurer**

Chad Hershner

#### **Directors**

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Michelle Devine-Giese

Ruth Ann Heeter

Gary Hermsen

Dennis Hietpas

Egide Nimubona

Shana Shallue

Marta Weldon

#### **Sergeant-At-Arms**

Jon Kester

#### **Rotarians of the Year**

Tony Gonzalez/

Kathy Dreyer

#### **Admin. Assistant**

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#### **Membership – 179**

Downtown Gusto

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Meets Tuesday Noon

### DRIVING TO PERFECTION-BRIAN FIELKOW

Brian Fielkow, an Appleton native, is President of Jetco Delivery, which provides trucking and freight services in the Gulf Coast. Before purchasing Jetco, Brian's experience included roles as executive vice president of Recycle America Alliance, a subsidiary of Waste Management, Inc., and chief operating officer of a privately held recycling company. Brian holds a J.D. from the Northwestern University School of Law and a bachelor's degree from the University of Wisconsin. He lives in Houston with his wife and three children. *Driving to Perfection: Achieving Business Excellence by Creating a Vibrant Culture* is not your average business book. It was written by someone with 25 years of hands-on business experience who has been in your shoes and successfully guided his company to exponential growth. Brian's business philosophy centers on the idea that for most companies, products and general services aren't unique, it is the quality of the customer experience that you provide which sets you apart. To create an unparalleled customer experience at Jetco, he focused on teaching and empowering employees. The end result was "Driving to Perfection" (D2P), the overall culture at Jetco Delivery that has been the driver of the company's success in every aspect. Employees share and are committed to a common goal, and customers are assured that their deliveries will be handled with the utmost care. As Brian's experience proves, no matter the business, establishing culture is a strategic decision with profound bottom-line implications. *Driving to Perfection* does not focus on the theory behind company culture. Rather, the book explores how a business, no matter the size, can achieve excellence through intense focus on the development and nurturing of its culture. Author of *Driving to Perfection: Achieving Business Excellence by Creating a Vibrant Company Culture*, Brian has created a program for business owners and executives to guide them through the process of building a culture that drives overall success. As an active business owner and leader for more than 25 years, Brian offers realistic, concrete and low-cost/high-value ideas for implementing your own unique company culture, based on real experience. Brian closed his presentation with a quote from Vince Lombardi, Perfection is not attainable, but if we chase perfection we can catch excellence. For more information please check out Brian's website at [www.drivingtoperfection.com](http://www.drivingtoperfection.com). If you are interested in getting his book you can type in "rotary" for a 40% off discount.

### ANNOUNCEMENTS

- The Membership Committee is holding a membership drive. Invite friends/colleagues to come and see what Rotary is all about. Free lunch tickets are available.
- Rotary on the Road sign up sheets are available at the sign in table at each meeting. Make sure to sign up for which facility you are interested in attending. Rotary on the Road is September 23<sup>rd</sup>.
- Amna Qazi announced she will be moving to Washington DC and will be leaving the club. She presented President Deborah with a gift for her gratitude.

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## **GUESTS, VISITORS AND MAKE-UPS**

**Guests** today were Cookie Fielkow with Lisa Weiner, Barbara Werner, David Werner, Cheryl Fielkow and Rachel Fielkow with Jeff Werner and Brian Fielkow with the Club.

There were no **visiting** Rotarians today.

**There were NO Make ups this week**

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## **NEXT WEEKS MEETING- MOVE TO AMEND**

In 2010, the Supreme Court ruled that corporations are persons, entitled by the US Constitution to buy elections and run our government. There is a movement on the table to amend the constitution to establish that human beings, not corporations, are persons entitled to constitutional rights. Are you in favor of this controversial proposal to amend the U.S. Constitution? Or do you have doubts? On August 19, hear the pro and con as Jim Bowman presents *Move to Amend: the Case For and Against*.

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## **WELNESS IN A HEARTBEAT: IS 10,000 THE MAGIC NUMBER?**

Chances are, you've filed away the suggestion to walk 10,000 steps a day as another cliché health tip, like drinking eight glasses of water. However, that number is back in the forefront with the surge in popularity of smart pedometers or fitness trackers, like Fitbit, because the suggested goal for people starting out is 10,000 steps. But what makes 10,000 the right number?

### **Why 10,000?**

The 10,000 step goal got its origin in Japan in 1965 and it wasn't exactly a scientific or medical suggestion. It began as a slogan for a Japanese pedometer and was used to get people excited about walking. When the step craze hit the U.S. in the early '90s, the 10,000 step slogan became the recommendation for good health. Since then, the suggestion has been studied and found to have significant health benefits, especially for people who live a more sedentary life.

Walking 10,000 steps equates to about five miles a day, which is quite an increase for those who sit at a desk all day. It comes out to about 90 active minutes a day, which is three times the amount recommended by the U.S. Centers for Disease Control and Prevention. Instead, it recommends adults engage in 150 minutes of moderate activity a week, such as brisk walking. To meet the CDC's recommendation, you would only need to walk about 7,000 to 8,000 steps a day.

Researchers at the Stanford University School of Medicine found the use of a pedometer leads to great increases in physical activity and weight loss and helps lower blood pressure. Although two-thirds of U.S. adults are overweight or obese, according to the CDC, only 45 percent of Americans get enough physical activity. However, with the use of smart pedometers, they were shown to increase physical activity by just over 2,000 steps, or about one mile of walking per day.

For many, 10,000 steps may seem like a daunting task, especially since the average American walks about 5,900 steps. The Mayo Clinic recommends people using pedometers first set short-term goals, such as taking an extra 1,000 steps daily for one week, and then build up to a long-term goal such as 10,000 steps.

Although the 10,000 step goal is merely a suggestion and not a prescription, building up to walking that amount should help improve your health. Whether it helps you lose weight, lower your blood pressure, or just gets you moving, it's not a bad goal to have every day.