



ROTARY CLUB OF APPLETON

GUSTO

Service Above Self

January 5, 2015 Upcoming Programs

January 13th, 2015 Fox Banquets

Business Meeting/Peace Corps-Brett Heimann
Thought of the Day: Jeff Knezel

January 20th, 2015

Sandy Sullivan
Thought of the Day: Dan Nisler

Officers 2014-2015

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Sridhar

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Rotarians of the Year

Tony Gonzalez/
Kathy Dreyer

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Membership – 175

Downtown Gusto
Meghan Warner, Editor
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P. O. Box 703
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www.appletonrotary.org
Meets Tuesday Noon

NEW NORTH

Jerry Murphy, Executive Director of New North, shared his presentation that he presented with bond rating companies who were recently in our community. What is The New North you may ask?? New North, Inc. is a 501(c)3 nonprofit, regional marketing and economic development organization fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. New North is a regional partner to the Wisconsin Economic Development Corporation (WEDC) and the State of Wisconsin, as well as local economic development partners, and represents more than 100 private investors. They focus on three areas: marketing the region, business development and talent development. Cost drivers use to be a priority but today one of the top drivers is available, qualified and adequate numbers of labor force. Collaboration is key to build infrastructure with community partners to break down traditional boundaries and make the commitment to get the strategic work accomplished. Key areas of industry sectors are manufacturing, construction, wholesale trade, retail trade, finance, insurance, real estate, professional and business services, educational services, arts and culture. A shared example of Wisconsin Energy Works and collectively went after the wind energy market as a region supply chain. It started with 7 companies and evolved to having more than 300 companies as part of this new market opportunity. One turbine has 8,000 components. How can we take this same logic and apply it to reach other energy markets such as natural gas? Creating new talent development/recruitment tool in a digital format that employers in our region can use to attract new employees. New tools will be released later this year. The highest growth employment growth area is in IT- which grew by 19.8% between 2011-2014. The impact of recession – pre-recession was 588,000 jobs. Currently they are 577,000 jobs. Between 2010 and 2020 we will need 76,000 new workers. We need to get smarter and wiser to recruit, retain and be energized around this specific areas to provide talented workforce for the future.

ANNOUNCEMENTS

- Our next meeting on **January 13th** will be at **Fox Banquets** (Michiels). Price per meal is \$12.00.
- The Courtesy Award is given to recognize vocational excellence in the Fox Valley area. It is presented to people who work directly with the public and have exhibited exceptional service or uncommon courtesy to the people they serve. It is one of the club's oldest awards, given to those in the community who demonstrate the Rotary ideal of Service above self. Rotarians are encouraged to submit nominations, which must be received by January 23, 2015. The rules and nomination forms are available on our website at <http://www.focol.org/aprotary/Documents/2015Courtesy.pdf>
- The district wants to invite members to apply for the District Governor position for 2017-2018. If you have any interest in applying please contact Meghan and she can give you the information.
- Orientation, Orientation, O-RIE-N-TATION...for all new members will be held on January 13th. Please attend the meeting as normal and you will be dismissed to meet in a smaller room with the orientation committee. If you have any questions please contact Meghan at rotaryappleton@gmail.com.

GUESTS, VISITORS AND MAKE-UPS

Today our guests were Roy Stohlman and Sarah Dressel with Andrew Micheletti, Dean Hunt with Deborah Wetter and Jerry Murphy with the Club.

Visiting Rotarians were Larry Burkhardt from Neenah

There were no Make ups

NEXT MEETING- JANUARY 20th- SANDY SULLIVAN

Sandy Sullivan, an author, teacher, businesswoman and motivational speaker will be here on January 20 to deliver a rousing account of her experiences while working with Vince Lombardi and the Green Bay Packers. She tells a wild survival story which starts with working for Vince Lombardi and the Packers in the '60's and how that time influenced her life and it ends with a run for WI Secretary of State.

Happy Hour at the Historic & Festive Cleo's Brown Beam Tavern!

The next Rotary Happy Hour, sponsored by the Family of Rotary Committee, is:

Thursday, January 15, 2015

Cleo's Brown Beam Tavern

203 W College Ave, Appleton

5-7 p.m.

Cash Bar Appetizers to purchase

Continue the holiday spirit at this festively decorated and popular downtown Appleton bar!

Bring a spouse, significant other, friend, potential Rotarian – and **join us**. See old friends, meet new ones and generally relax and enjoy the camaraderie and conversation.

It's a great chance to get to know each other better and you also get a make up!