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# KALAMAZOO ROTARY NEWS

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Monday, May 12 & 19, 2003

Edited by: Mary Jo St. John

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**Monday, May 26, 2003**

**MEMORIAL DAY**  
**NO MEETING**

**Monday, June 2, 2003**

**Today's Airline Industry**

Presented by: Mark Long, V.P. Northwest Airlines Introduced by: Wayne K. Kruger  
Table Hosts: STEVE BOSCH, GLEN KELLAM

**Monday, May 12, 2003**

## **Songs**

“Take Me Out to the Ballgame” and the “Michigan Victors” (Dr. Stryker’s alma mater).

## **Visiting Rotarians**

Brent Larson, Glen Kellum, Portage; Tom Duisterhof, Grand Rapids; Merv Sherwood, Lakeland, FL; Rob Kitridge, Vicksburg; Quinn Kelly, Battle Creek; Jon Pellowe, Portage.

## **Guests**

Bill Johnston, Marilyn Schlack, Naomi & Jake Stucki, Joel Coofer, Craig Snider, Johnny Thompkins, Laura Van Popering, Kurt Hoenicke, Jon Stryker, Colleen Kurmas, Betty Mason, Joel Pellowe, Michael Johnston, Anne Glias, Chris Tracy, Charlie Ritter, Pam Enden, Marcia Koestner, Jim Barnum, Nancy Stryker, Eileen Stryker, Rosemary Brown, John Brown

## **Announcements**

We are now e-mailing the newsletter—let us know if you aren’t getting it—we will mail to those who don’t have e-mail.

Battle Creek club invites us next meeting to Brook Lodge to hear Celeste Clark, VP of Kellogg Corp. Our next meeting at the Radisson is June 9th with A.M. Todd.

THELL WOODS - the County Commission is asking the following question to Kalamazoo: “It is 2013 and we have a safe, just community—how did we get here?” This is a futuring question.

## **Community Projects**

JOHN LONG presented the 1st choice at present for the project which all 10 clubs would join together for the Centennial Program—program must be registered soon. The project is a creation of rest stops along the Kal. River waterways, to be completed in 2005.

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## **Paul Harris Fellowships**

This prestigious award was presented to GORDON DUISTERHOF'S wife, MARILYN and also to MARGARET MARRION from WMU's College of Fine Arts. This award was founded 100 years ago by Rotary's founder.

## **Happy Bucks**

MARK PAWLOWSKI for Parents & Friends of Lesbian & Gays, ANN HANNON for 4 days in Seattle with grandsons and lots of baseball, CARL SANDELIN for doing the Borgess 1/2 marathon, LEO SWIAT congratulating the 100 years of the Chamber, BOB for the new president at WMU who is also a Rotarian, JENNIFER LANG for Symphony's upcoming home tour of Gull Lake area homes, SEAN MCCANN for American Red Cross who is in need of support for National Disaster Relief Fund, STEVE DUISTERHOF for adding his free advertising in his video, CARL AWE for WMU's softball win.

## **Program**

BOB KITTRIDGE introduced Ronda Stryker who gave a history of the life of her grandfather, Dr. Homer Stryker. Ronda herself is continuing the giving to the community that the two generations before her have done. She knew when she was very young that he was one of those "special people" who you really listened to. He was driven by strong values and had the highest of expectations for himself. Homer grew up on a farm and hurt his hand in a farming accident—spent time at the U. of Mich. Hospital. He taught school to make enough money to go to college and graduated from WMU. He then decided to become a doctor but had to work some more years to afford it. Married and had many years of a very close and happy marriage to Mary Jane. They had 2 sons, one of which died at the age of 6 from polio. Son, Lee (Ronda's father) was killed in a car accident when Ronda was just 26. Homer's advise was always to build on your strengths, have your glass half full, be curious, don't be afraid by a lack of knowledge - don't go to sleep until you have an answer, don't be afraid to change.

## **Monday, May 19, 2003**

The meeting was a combined one of the Kalamazoo and Battle Creek Rotaries, held at Brook Lodge. Greetings were given by both presidents of the 2 respective rotaries. Thanks to KELLY COTY and PETER SCHMA for putting it all together.

## **Guests**

Marilyn Duisterhof, Bob Hungerford

## **Visiting Rotarians**

JIM McCAIN from Gull Lake, DON SPAMMINGA from San Diego

## **Guest Speaker**

Celeste Clarks, VP of Kellogg for Corporate and Scientific Affairs. She is in charge of the nutrition programs as well as the Consumer Affairs. A very busy lady sitting on many committees, boards, etc. She remembers speaking to Rotary 23 years ago and there were no women.

Kellogg is redefining business which is emerging from many changes. Now we have "Tony the Tiger meeting Ernie the Elf" - with the Keebler merger creating a 15% growth rate. Kellogg has gone from 71% cereal in 2000/2001 to 55% cereal today. They have diversified by acquiring Morningstar Farms. By diversifying, they have grown \$8.3 billion up 10% over one year. Kellogg has 3 priorities:

1. Prioritize to win—focused on fewer higher return projects;
2. Set right targets and measures—encourage people to stretch to be the best;
3. Swaying the execution—having a tighter focus. Have worked with Walt Disney association to make projects fun. They are in 180 countries.

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They are really working to appeal to each country & culture. They see two major problems: 1. The alarming rise in the cost of health insurance. 2. The international problem of obesity. They are working to make healthier products, to encourage more exercise for all people, especially the young. She stressed including more fruit, vegetables and grains in the diet and less sugar and fat.

### **Announcements**

A visiting team from Africa is looking for local host families—contact TIM BROWN if you can help. NANCY sent a letter to Pres. Elect Judith Bailey, the new president at WMU, inviting her to speak at a joint meeting in the fall—she is also a Rotarian.

The next program: Northwest Airlines.

KALAMAZOO ROTARY CLUB  
MAKE-UP LIST  
May 19, 2003

<u>BATTLE CREEK, MI:</u>	Joe Licavoli (2)
<u>BLOOD DRIVE:</u>	Saul Amdursky, Sam Cupps, Brad Klow, Dave Koestner, Jerry Love, Pete Schma, Gene Wright, Ken Young
<u>BOARD MEETING:</u>	Rick Briscoe, Tim Brown, Dick Hodgman, Henry Holland, Glen Kellam, Bob Kent, Charles Martell, Nancy Owen, Karl Sandelin, Dan Schut
<u>CLIMAX, MI:</u>	Don Gilmer
<u>DELTON AREA, MI:</u>	Bob Boughner
<u>DISTRICT CONFERENCE:</u>	Sandy Bliesener, Rick Briscoe, Tim Brown, Mark Crum, Don Flesche, Blake Hart, Robert Jones, Glen Kellam, Mary McCormick, Jeff Murphy, Nancy Owen, Keith Roe, Karl Sandelin (2)
<u>EDITARIAN:</u>	Mary Jo St. John
<u>KALAMAZOO SUNRISE:</u>	Tucky Elliott (3), Dori Kunkle (2), Daniel Litynski, Karl Sandelin
<u>NORTH PALM BEACHES, FL:</u>	Bob Britigan (2)
<u>OTSEGO, MI:</u>	Lloyd Hanton
<u>PARCHMENT, MI:</u>	Don Flesche
<u>PLAINWELL, MI:</u>	Lloyd Hanton
<u>PORTAGE, MI:</u>	Dave Boutell, Nancy Simmons, Greta Williams
<u>STRIVE:</u>	Jerry Albertson, Steve Duisterhof, Jill Eldred, Glen Kellam, Jennifer Lang, Karl Sandelin, Mary Jo St. John, Rick Wordell
<u>THE VILLAGES, FL:</u>	Brent Bierma
<u>TULSA, OK:</u>	Greg Fall
<u>VICKSBURG, MI:</u>	Cecil Kerr
<u>WHITE TANKS, AZ:</u>	Dick Sanford
<u>??:</u>	Penny Butler, Bob Heasley

NEW MEMBER PROPOSALS: The following have been proposed for membership. All have been approved by the Membership and Classification Committees. Any comments or objections must be received by the Administrative Secretary within 10 days.

DEBRA S. BERKEY of WMU by PDG/PP KARL R. SANDELIN, classification: Post-Secondary Education.

KEITH MUMMA of Mumma, Inc. by ELEANOR PINKHAM, classification: Photography.

JOHNNY LEROY THOMPkins of Kalamazoo Northside Non-Profit Housing Corp. by ROBERT B. JONES, classification: Youth and Social Welfare Organizations.