

BUZZSAW

ROTARY CLUB 13
KANSAS CITY, MO



"The Greatest Rotary Club In The World"

Reminder...

Guest Day is set for this Thursday, Oct. 2. It will be a great program to showcase our club to prospective members.

A pre-reception in the Tea Room will begin at 11:15 a.m., followed by our luncheon meeting in the Trianon Room.

Remember, you are a Rotarian because someone shared Rotary with you. Why not return the favor?

CPR/AED Duty Schedule October 2, 2008

1. Leader — **Terry De Fraties**
2. Compress — **Bruce Knapp**
3. Defib — **Doug Nelson**

COMMITTEE MEETINGS

(All meetings will be held in the Lido, Burgundy or Trianon E Rooms unless otherwise noted.)

October 2:

- Membership C&Q**
11:15 — Burgundy Room
- Guest Day Reception**
11:15 — Tea Room
- Nominating Committee**
1:20 — Lido Room

October 9: (Note change)

- New Member Orientation**
10:30 — Lido Room
- Advancement & Charitable Giving**
11:00 — Burgundy Room

October 15:

- Board of Directors**
4:00 — Crescent Electric Supply
917 E. 19th St., KC, MO

October 16:

- Reduce Infant Mortality**
1:20 — Lido Room

Thursday's Meeting



October 2, 2008

BUSINESS EXECUTIVE OF THE YEAR BOB BERNSTEIN, CEO, BERNSTEIN-REIN



Founded in 1964, full-service shop Bernstein-Rein (formerly Bernstein-Rein Advertising) won't be checking under the hood, but it can make a business zoom. Services include creative development, direct and interactive marketing, as well as a specialized business-to-business advertising division. The company also operates a division dedicated to making Yellow Pages advertisements more effective.

Wal-Mart, Blockbuster and McDonald's have all relied on Bernstein-Rein's creative services. In fact, Bernstein-Rein takes credit for developing McDonald's famous Happy Meals.

Key numbers for the fiscal year ending December, 2006 include sales, \$564 million and one-year growth, 11.5 percent. The total employee count of 351 reflects 9.7 percent growth.

Principal corporate officers of the privately owned firm are chairman and CEO, Robert Bernstein, and president, Steve Bernstein.

For more information, visit www.bernstein-rein.com.

Muehlebach Hotel / 12:00 NOON / Trianon Room



Invocation:
Joanna
Sebelien



Welcome:
Stacy
Brown



Member Minute:
Angela
Augur

GREETERS: Members from our Golf Classic Committee will serve as this week's greeters.

UPCOMING MEETINGS/EVENTS:

- October 4 — Work day at Rotary Youth Camp, 8:00 a.m.
- October 9 — Bill Grigsby, two-time Hall of Fame broadcaster, will speak on the Kansas City Chiefs
- October 16 — John McMeel, chairman and president of Andrews McMeel Universal
- October 22 — Ecology Day at the Rotary Youth Camp
- November 1 — Work day at Rotary Youth Camp, 8:00 a.m.



BUZZ SAW

(U.S.P.S. 081-360)

Official publication of the Rotary Club of Kansas City, Missouri, issued weekly except when a holiday falls on Thursday, and Christmas week. Subscription rate is \$20.00 a year, or \$3.50 semi-annually when paid with dues. Business office and editorial rooms, Rotary Club Office, 1219 Wyandotte Street, Kansas City, Missouri 64105. Periodicals postage paid at Kansas City, Missouri 64106. POSTMASTER: Send address changes to *Buzz Saw*, 1219 Wyandotte Street, Kansas City, Missouri 64105.

Phone (816) 842-2322
 Fax (816) 842-7766
 E-Mail Address office@rotary13.org
 Web page www.rotary13.org

Subscription \$20.00 per year

Total Membership 400
OFFICERS

Myron Sildon, President
 Matt Meyer, President-Elect
 Marc Horner, Secretary-Treasurer
 Chuck Vogt, Past President
 Janet Ellis, Executive Director

DIRECTORS

Steve Corbin	Bob Edwardson
Evie Craig	Rick Kappa
Charlie Tryban	Dick Retrum
ROTARY INTERNATIONAL	
D.K. Lee	President
Elizabeth Usovicz	Governor, District 6040

Jim Holmberg	Chair
Bill Poquette	Editor
Jerry Crabtree	Photographer
Bob Weir	Staff Artist

LAST THURSDAY --
September 18, 2008



by
Jim Holmberg

Last Thursday we heard about an investment commission that has nothing to do with credit and stock turmoil. Tension Envelope Co. Chairman Bert Berkley told us about the LINC (Local Investment Commission) he founded 16 years ago. He demonstrated the why of giving back to the community and gave concrete examples of what citizens committed to serving their community can accomplish.

Berkley credits his family commitment to serving to his Grandfather William Berkowitz and to the example set by his parents. And now, by his own example and his new book, *Giving Back*, he hopes to inspire business leaders to be involved citizens improving communities.

He told us how LINC grew out of efforts to help the Missouri Department of Social Services be more efficient in "doing the messy work" of society and the realization that a board of local citizens should have control of where

and how money is spent. And it's been a success, delivering needed social services and through involvement of 2,100 year-round volunteers positively "changing people's lives forever."

His book was originally conceived to tell the story of LINC success; however it was expanded to recount the stories of persons "you can identify with" who have made a difference in their communities and the world. He recounted chapters from *Giving Back* that range from changing how the United Way reaches the community to creating Bright Horizons for Homeless Children. Bert Berkley was introduced by his cousin and former Mayor of Kansas City **Dick Berkley**.

With a solid stroke to the side of the club bell, President **Myron** called us to order. **John Marshall** rose above and beyond the call of duty, challenging us to "stand up and sing" a capella birthday greetings to the September celebrants and then Cohan's "Grand Old Flag."

For our invocation **Karl Roscoe** offered a prayer of thanksgiving and **Brad Leech** welcomed a guest and two visiting Rotarians.

Hall Harsh gave a brief plug for the American Royal and recruited volunteers for a "technical job with shovels." He continued his Member Minute describing his work as a financial advisor with Cornerstone Financial and invited us to stop in for a cup of coffee.

The Prez. reminded us volunteers are needed for the Waddell and Reed KC Marathon. Our efforts last year netted almost \$20K for the Youth Camp. **Gopi Govindan** needs our help to surpass that level. Contact **Gopi** or point your web browser to www.kcmarathon.org to sign up.

George Heymach outlined a new hands-on program that will reduce infant mortality in KC through collaboration with Truman Medical Centers, the March of Dimes, Children's Mercy Hospital and the Mother and Child Health Coalition. To be a part of this project that defines "service above self" contact **George** or call the Club 13 Office. His presentation dovetailed with both the presentation by Bert Berkley and with President **Myron's** consistent admonition, "Have fun and help someone."

See you next Thursday at the Muehlebach.

Statement of Ownership, Management, and Circulation

1. Publication title: Buzz Saw;
2. Publication No. 081360;
3. Filing Date: October 2, 2008;
4. Issue Frequency: Weekly, except when holiday falls on Thursday; Last two issues in December combined into one issue;
5. No. of Issues Published: 50
6. Annual Subscription Price: None; included in members' dues.

7. Complete Mailing Address of Known Office of Publication (Not Printer); Rotary Club of Kansas City, MO; 1219 Wyandotte Street, Kansas City, MO 64105.

8. Complete Mailing Address of Headquarters or General Office of Publisher (Not printer): Same as above.

9. Full Names and complete mailing addresses of Publisher, Editor and Managing Editor: Same as above.

Editor: Bill Poquette, Bank News, 5115 Roe Blvd., #200, Shawnee Mission, KS 66205

Managing Director: Jim Holmberg, Z-International, 110 E. 16th Ave., KC, MO 64116

10. Owner (Full Name and complete mailing address): Rotary Club of Kansas City, MO, 1219 Wyandotte Street, Kansas City, MO 64105.

11. Known bondholders, Mortgages, etc.: None

12. For completion by nonprofit organizations authorized to mail at special rates. The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes has not changed during preceding 12 months.

13. Publication name: Indicated above;
 14. Issue date for circulation data below: n/a

15. Extent & Nature of Circulation/Ave. No. Copies each Issue Actual No. Copies Singles

- a. Total no. of copies: 350, 350 (net press run)
- b. Paid and /or requested: 83, 76 circulation

- (1) Sales through dealers: 0, 0
2. Paid/Requested subscript: 68, 63
- c. Total paid and/or requested circ.:151, 139
- d. Free distribution by mail (complimentary) 24, 20
- e. Free distribution outside the mail: 0, 0
- f. Total free distribution: 24, 20
- g. Total distribution: 175, 159
- h. Copies not distributed: 175, 191
- (1) Office Use: 175, 191
- (2) Return from news agent: 0,0
- i. Total: 350, 350
- Percent paid and/or requested circ.: 86.2, 87.4

16. This statement of ownership will be printed in the October 2 issue of this publication.

17. Signature and Title of editor, publisher, business manager, or owner: Janet Ellis, Executive Director

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including multiple damages and civil penalties.)

THE JOY OF GIVING – WITH LIFE INSURANCE

by Jim Porter

The “magic of life insurance” has always intrigued me. With the stroke of a pen, and a few cents on the dollar, an estate can be created! This same “magic” applies when it comes to using life insurance for charitable giving. This can be done with existing policies or creating new ones. In either method you can make a substantially larger gift to charity by using life insurance than by giving any other asset.

EXISTING POLICIES – Perhaps the need for which you purchased your policy is no longer present and you wish to benefit the charity of your choice, perhaps our own Kansas City Rotary Foundation, Youth Camp, or our International Foundation. With a beneficiary form and your signature, you can name that entity as beneficiary. In fact, you can become a fellow of our Kansas City Rotary Club foundation, or a benefactor of our Rotary International Foundation by naming it the recipient of only \$1,000 of your total face amount. To obtain a current income tax deduction, you can, with another form, transfer the ownership and receive an immediate tax deduction for the gift value of the policy; if you continue to make premium payments, you can take an income tax deduction each year for those premiums paid.

NEW POLICIES – A new policy may be applied for, naming the charity as owner and yourself as the premium payer. The premiums are fully tax-deductible and at the appropriate time, the insurance proceeds pass to the charity free of taxes, fees, and probate costs.

A joint survivorship policy has been most popular in recent years. For example, a couple gives appreciated property to a charitable remainder trust (CRT). The property given to the trust obtains a taxable deduction, with no tax on the appreciation. Current income is available to the family.

With the savings available from the deduction, a Joint Policy is purchased on Mom and Dad, owned by a trust or their children and out of their estate, ensuring that their children will receive their inheritance. Mom and Dad, the charity, and the children have all benefited from this transaction.

I imagine most of us have seen to the Joe Netahla Administration Building at our Rotary Youth Camp. Joe was an active Rotarian, who at a later age no longer needed the life insurance policy and transferred it to our Rotary Youth Camp. When Joe died several years later, the proceeds went to building that facility. Joe left a legacy that continues to provide benefits to our campers and camp staff. You can also, through the “magic of life insurance.”

Waddell & Reed 2008 Kansas City Marathon to also benefit our Rotary Camp

Once again our Community Service Committee, chaired by **Gopi Govindan**, is looking for volunteers for the Waddell & Reed 2008 Kansas City Marathon, which is set for Saturday, Oct. 18. Start time is 7:00 a.m. and end time is 1:00 p.m. Last year this event netted our camp \$18,000.

There are many opportunities to participate with this event and the more the merrier. You, your spouse and family members, relatives and neighbors can all participate. You may go online and view all the requested volunteer stations at www.kcmarathon.org. Click on the volunteer link off home page.

This event is again to raise awareness and critical funds for the Leukemia & Lymphoma Society and our Rotary Youth Camp. The more volunteers we send the more we make for our Youth Camp. All volunteers are eligible for prizes and giveaways including Midwest Airlines tickets, gift certificates, and much more! Volunteers will also receive a long sleeve t-shirt along with food from Jack Stack BBQ at the Finish Line Festival. Please contact **Gopi Govindan** at 816/842-2990 if you would like to volunteer and need assistance completing the online registration. Tyros earn six points for volunteering. So be a part of this event to help raise money and awareness for our camp.

ROOFS
 Since 1921
 Industrial--Commercial
 Re-Roofing & Repair
 Maintenance
The Quality Roofing Co.
(816) 472-4000
www.thequalityroofingco.com




CHRIS BOLAND

Haddad Financial Services, Inc.
Steve Haddad
 Chartered Financial Consultant

Kansas City Board of Trade Building
 816-753-8228 ■ FAX 816-753-5095 ■ www.lpl.com/s.haddad
 4800 Main Street, Suite 241 ■ Kansas City, Mo 64112-2510
 Securities offered through LPL Financial Member FINRA/SIPC

TELL A FRIEND...
**CHIROPRACTIC
 FOR BETTER HEALTH**



DR. CHARLES "CHUCK" EDDY
 Chiropractor
 8301 State Line Rd, Ste. #108
 Kansas City, Missouri 64114
 816-363-5311 Dr.Eddy@juno.com

All Star
AWARDS & AD SPECIALTIES
 PLAQUES • TROPHIES • ENGRAVING • SIGNAGE • FLAGS • T-SHIRTS
 SCREEN PRINTING • PERSONALIZED GIFTS & MORE

WORLD HEADQUARTERS 835 W. 39th, Kansas City, Mo. 531-3635
 JOHNSON COUNTY 13505 W. 87th St., Lenexa, Ks. 888-0006
 OLATHE AREA 1491 E. 151st St., Olathe, Ks. 780-2299
 NORTHLAND 7070 N. Oak Trwy, Gladstone, Mo. 436-9339
www.allstaryeswecan.com

Chuck Vogt, Jr.

The KC Rotary Club Foundation needs your support!



**MARTHABELLE'S
 PRINT SHOPPE INC.**


5100 Main
816/531-7774
 Fax: 816/531-5377
 Kansas City, MO
 64112-2775

Henry Leonard

SUPERFAST SERVICE + LOW, LOW PRICES
 2 & 3 Color Printing + Copying + Binding
 Full Color Copying
 Next Day Service + Pick-Up & Delivery
 Much More

Andrew S. Beyer, D.M.D.
GENERAL DENTISTRY

Plaza Medical Building
 315 Nichols Road
 Suite #201
 Kansas City, MO 64112
(816) 753-1788
www.kcplazadentist.com



ANDY BEYER

BOWLING NEWS:



by Dick Retrum

Let's start this off with our high games today. These guys must have worked out all the kinks from the four months' layoff. **Jeff Van Horn** 258, 290 (11 strikes in a row) and 205 for a 753 series. **Jeff**, you've set the bar pretty high for the rest of us. **George Moody** 222, **Maurice Brownlee** 217, **Bob Lager** 217 & 203, **Kent Verden** 212 and **Lee Triggs** 211. Congratulations.

Joe Valenciano is a new member of the league. He started today after not picking up a bowling ball for 30 years. Guess who he was playing against...**Jeff Van Horn**. His scores certainly reflect his absence from the game but his enthusiasm and competitive spirit more than made up for it. He wants to improve and indicated he would be buying his own equipment soon. He will get all the coaching he needs from everyone on the league. Welcome aboard **Joe**.

We still have a few open spots. This is a good opportunity for Tyros to earn Tyro points. It also provides a good venue to meet and to get to know your fellow Rotarians. In addition, you might also want to join a group of 25 other bowlers for dinner each week after league play. Win or lose, it's a fun and social experience.

Help needed to organize Tool Shed at Rotary Camp

We are forming a new "ad hoc" group to support youth camp maintenance functions. We plan to organize the tools, equipment, supplies and materials which are housed in the barn. It is our goal to dispose of excess items that are being stored, sort and label supplies. Establish regular maintenance for power equipment and have necessary tools available in good working order. Our first meeting is at the camp at 8:00 a.m. on Oct. 25, 2008. We will start the process by organizing the available items and disposing of excess things. Our plan is to monitor this facility on a periodic basis to maintain order. Please contact one of us if you are interested in the initial cleanup, or the on-going maintenance or both functions. Suggestions and ideas are welcome.

Phil Kinney and Don Patterson

Remember

Kansas City Rotary Club Foundation
with your contributions

October Birthdays



2. Jim Ascher, Sr., Kevin Wicker
4. Ed McShane, Randy Williams
5. Pat Dunn, Steve Schleicher
8. Andy Beyer, Jim McLarney
9. Luann Feehan
10. Yong Kim, Diane Scott
11. Chris Nigro
12. Carey Casey
13. Dick Honan
14. Terry Dunn, John Miller, Jerry Moeller
15. Angela Augur, Pat Bolin
16. Burt Dickinson, Paul Herbers, Mary Lou Nash-Herrera
17. Chuck Fowler, Brad Leech, John O'Byrne, Don Stebbins
18. Neil Barnett, Ken Craven
19. Roger Hershey
21. Howard Mick, Kent Rogers, Karl Roscoe
23. Karl Bublitz, Janet Ellis
24. Jerry Crabtree
27. Dick Harmes, Sherilyn Seitz
28. Chip Dickey, Cynthia Gamache, Marc Horner
29. Pete Burgess
30. Rick Beyer
31. Ralph Ochsner

Volunteers needed for Dictionary Project

Club 13's Literacy Committee is ready to launch this year's support by Club 13 of Dictionary Project - Kansas City and we are in need of volunteers. We will be delivering dictionaries to eager third graders in approximately 15 schools in the greater Kansas City area. Volunteers will be assigned in pairs (or solo if you prefer) to one or more schools to deliver the dictionaries and make a 30-minute presentation to the class, helping them get started in their use of the dictionary.

An attempt will be made to have at least one experienced volunteer on each team and a script and sample DVD for the presentation will be provided. The total time requirement, including preparation and travel time, should be about two to three hours or less and can be scheduled at a time that is convenient for the volunteers. Presentations should be completed by year-end, if possible. Your contribution of a few hours to assist a young student in the use of a dictionary may have a significant positive impact on their learning potential. If you can help out, please contact the committee chair, **Mary Kingsley**, at 816-421-7050 x 19, or via email at mary@jwilbur.com. Tyros earn six points for volunteering this project.

THE OVERHEAD DOOR ED NEWCOMER

SINCE 1871 *the company* 1971

A Division of D.H. Pace Company
COMMERCIAL--RESIDENTIAL
24-Hour Emergency Repair Service
Complete Line Replacement Parts

218 East 11th Street
North Kansas City (816)221-0072

KelCon Technologies, Inc.
Your Partners in Technology

David McCaughey
President

5427 Johnson Drive, #170
Mission, KS 66205
david@kelcontech.com
Phone: 913/789-8578
Fax: 913/236-7374
Mobile: 816/918-8247



Microsoft
CERTIFIED
Partner



BUZZ SAW / VOL. LXXXII / No. 39

Official Publication of the Rotary Club of Kansas City, Missouri
1219 Wyandotte Street, Kansas City, MO 64105 (816) 842-2322