



# WEEKLY REVIEW

# Rotary



CREATE HOPE  
in the WORLD

**Rotary Club of Rock Island**

Rock Island, Illinois

Meeting Tuesdays at Noon – Quad City Botanical Center

**February 13, 2024**  
**Volume XXXI, Issue 31**



## Forestry and Construction Division - Heather Hartley



Heather Hartley joined Deere & Company over 11 years ago and has served as Creative & Content Manager of Deere’s Construction & Forestry Division since November 2020. In that capacity she oversees the team responsible for content and creative assets including print and digital advertising, rich media, product literature, videos and campaign executions. Prior to her present position she served as Content Analyst, Advertising Manager, and Forestry Marketing Communications manager. Prior to her work with Deere she worked for eleven years as an adjunct faculty member at St. Ambrose University. She also was a freelance writer for over five years and worked as a Media Relations & Content Developer for TAG Communications. She was honored by the Quad city Business Journal as among the “40 Under 40” young professionals who are making a difference in the Quad Cities region and serves as Board Chair of Hand in Hand. In her “spare time” she coaches soccer, basketball, and various other activities for her kids. Heather holds a Bachelor of Arts in Public Relations/Marketing Communications from St. Ambrose University and a Master of Arts in Management and Organizational Leadership from St. Ambrose. In a very impressive presentation supplemented with photos and videos, Heather noted that the Forestry and Construction Division is the “Little brother” to John Deere Agriculture Equipment Division. Little is a bit relative, since the Construction Division has 3 plants exclusively dedicated to manufacturing construction equipment. Two in Iowa (Davenport and Dubuque) and 1 in North Carolina (Kernersville). Their construction equipment sells worldwide in the United States, Canada, Latin America, Brazil, Africa, Australia, and parts of Europe. However, being the smaller division, all marketing and publications for the division come out of Moline. Heather said if it concerns construction or forestry and has pictures in it or words on it, it came through her or her team of 20. They create all advertising, equipment manuals, and marketing materials for the division. Deere makes eleven construction machine “types” and each type have various models and size available. Her team also creates and monitors all social media for the division.



*A small part of Deere’s Expo display*

and develops targeted advertising for the various customer groups they seek to reach. She then gave as a good understanding of all that is involved by show up what her team put together for the recent Con Expo held in Las Vegas. She said the expo is held once every 3 years. At the 2023 Expo Deere’s Construction Division reserved an area equivalent to near 3 football fields on which they displayed over 80 machines, built a two-story main building complete with a Deere Store, meeting/dining rooms, and a display area. They served thousands of lunches each of the five days of the Expo. They also built three smaller buildings as part of their display. On top of the two-story building, they added two huge 3-D video boards that were the talk of the town. Thank you Heather for a great program!

### Feb – Mar Calendar

- Feb 20 - Tšooane Molapo, native of Lesotho - "The Kingdom in the Sky"
- Feb 27 - Shelley Cooper – Musical Theater
- Mar 5 - Tom Heinhold – Army Corps of Engineers
- Mar 12 - Tamara Felden, Pres. Planting Books: Seeds 4 a Better Future
- Mar 19 - Dr. Heidi Lung, Dir. of Museum Studies WIU Quad Cities
- Mar 26 - Jerry Lyphout – Pres. Modern-Woodmen

*Service Above  
Self*

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*One Profits  
Most Who  
Serves Best*

# Rotary

Club of Rock Island



P.O. Box 4514  
Rock Island, IL 61204  
[www.rirotary.com](http://www.rirotary.com)

## Officers

Cindi Gramenz, President  
Sue Rector, 1st Vice Pres.  
John Olinger, 2nd Vice Pres.  
Anne McGlynn, Secretary  
Tom Hammar, Co-Treasurer  
Frank Lambert, Past President  
Bob Swanson, Sgt. at Arms

## Board Members

Rebecca Arnold, Director  
Amber Brummit, Director  
David Hodge, Director  
Ruth Lee, Director  
John Phillips, Director  
Tracy Pugh, Director  
Molly Shattuck, Director/Co-Treasurer  
Tyla Sherwin-Cole, Director

## Program Chair 2023-24

Rebecca Arnold

### Presenters

July:	Tom Hammar
August:	Kai Swanson
September:	Rebecca Arnold
October:	Holly Sparkman
November:	Rebecca Arnold
December:	Bob Swanson
January:	John Wetzel
February:	Kai Swanson
March:	Angela Campbell
April:	Gary Rowe
May:	Gary Rowe
June:	Tom Hammar

# Club Notes & Announcements!

- ★ **WELCOME GUESTS** – Rock Island Rotary was pleased to welcome two guests to today's meeting. Jenni Swanson, a visiting Rotarian from the Moline Club and spouse of Kai Swanson and mom of our guest speaker was in attendance. Also joining us was Debbi Swanson, wife of Bob Swanson and a donor in today's Rotary Blood Drive. We love having guests and hope you both enjoyed our luncheon and program. Please come back and visit whenever you are able.
- ★ **FOOD DRIVE COLLECTION FOR SAL COMMUNITY SERVICES** – Continues through February. Members are asked to bring your donations. There is particular need for Flour (white is fine). Sugar, any kind of Rice, and Vegetable oil. Donations will be weighed prior to delivery to SAL and included in our 5lb per member goal for the current District project. If you can't shop, make cash donations to project chair Danielle Scott.
- ★ **LITERACY COMMITTEE WILL MEET NEXT WEEK** – immediately after our Club meeting next week (Feb. 20) - to talk about status of Rotary Readers, district literacy award application, and possible new initiative for 2024-25. Angela Campbell, Beth Kauzlarich, Kathy Lelonek, Dan McNeil, Kathy Ruggeberg, Andrea Talentino, and Jeff Whitaker should attend if possible. Other interested Club members are invited to join in!
- ★ **KATHY TRONE & THE ROCK & ROLL BINGO COMMITTEE** – are now accepting signups for Rotary Rock & Roll Bingo coming up on March 22<sup>nd</sup>. You can email Kathy at [kathy@wesselspc.com](mailto:kathy@wesselspc.com). Don't miss this fun evening that has become one of our most popular fundraisers! Sue Rector is also putting together raffle baskets for the event and would greatly appreciate any items you might donate. Donations can be a complete basket (Sue will provide the physical basket) or items that can be combined with others to make a basket. Bring your items to Sue or email Sue at [srector3614@gmail.com](mailto:srector3614@gmail.com) to arrange for pick up.
- ★ **LITERACY COMMITTEE WILL MEET** – immediately after next week's meeting. Committee members, please mark your calendar and plan to join committee chair Sue Rector at approximately 1pm.
- ★ Have items for our newsletter? The newsletter goes out each Tuesday afternoon so be sure to get your request to [bobdebswanson@att.net](mailto:bobdebswanson@att.net) by Tuesday noon. Photos are welcome!

## The Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

**FIRST:** The development of acquaintance as an opportunity for service;

**SECOND:** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;

**THIRD:** The application of the ideal of service in each Rotarian's personal, business, and community life;

**FOURTH:** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

## The Four-Way Test

(of the things we Think, Say or Do)

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

## FEBRUARY ROTARIAN BIRTHDAYS

Ardo Holmgrain	February 4
Sue Rector	February 8
Tyla Sherwin-Cole	February 13
Tom Hammar	February 27

## FINES & HAPPY/SAD DOLLARS

2<sup>nd</sup> VP John Olinger got things started by announcing the Cindi Gramenz paid a \$5 fine/happy dollar to thank all the Rotarians who supported the Christian Care "Have a Heart for the Homeless" luncheon fundraiser last Saturday. Cindi was unable to attend today due to a conflicting commitment. John then asked that anyone who won money from Super Bowl wagering donate a dollar of the winnings to Rotary. Sue Rector answered with a \$5 donation, she must have been a big winner! Frank Lambert had a happy dollar for the start of major league baseball's spring training. Anne McGlynn followed up with a happy dollar for the Cubs pitchers and catchers report to training tomorrow! Today's presiding officer, Steve Morenz had a happy dollar for again being able to join us in person. Unfortunately, next week he is back to joining via Zoom from his work in Muscatine. Ruth Lee paid a sad dollar for not being able to join in person today, but from Zoom looked quite happy handling grandmother duties watching her cute grandson Owen. John Phillips added a happy dollar in recognition of all those who donated blood today and for chairing another very successful Rotary Blood Drive. Kai Swanson had a sad dollar for the "six figure" damage last month deluge of snow caused at Niabi Zoo. He also had a very happy dollar for having his wife in attendance today and getting to provide the introduction for his very talented stepdaughter who presented our program. (It was excellent!) Thanks to everyone who contributed!

## Mark Your Calendar - ROTARY WINE & DINE RAFFLE

Raffle Chair Ruth Lee released preliminary details of our upcoming Wine & Dine Raffle. The raffle drawing will be held at our Club meeting on Tuesday, May 28 (the closest club meeting date to National Wine Day which is May 25). Tentatively plans are for tickets to go on sale around March 1<sup>st</sup>. The five top prizes will be \$200 gift certificates for one of the following area establishments:



**Circa 21  
Huckleberries  
Old Oaks Winery  
Pagalo's  
Rock Island Ale House**



Further details will be coming. If you are interested the Raffle Committee would welcome your help! Please notify Ruth Lee at [rotarianruth@gmail.com](mailto:rotarianruth@gmail.com)

## FOUNDATION RAFFLE



Today our Foundation Raffle offered a nice pot of cash for the 50/50 drawing and a bottle of fine chardonnay wine. Anne McGlynn handled the ticket sales and Frank Lambert pulled the winners. The first one pulled belonged to Anne, and she took the cash and donated it all to the Rock Island Rotary Club Foundation. The next ticket pulled was held by none other than Gary Rowe who now has some excellent wine for tonight's dinner. Thank you to everyone who purchased raffle tickets. Proceeds go to support the Rotary International Foundation.



## BASKET ITEMS and/or ENTIRE BASKETS NEEDED FOR ROCK & ROLL BINGO!

We hope to start building baskets after our meeting on March 12 so that we can share photos to encourage attendance and bolster raffle participation. Alcohol baskets go well as gift certificates for people to do something together and gift cards of any type are- always a winner! Handmade items like Angela's fabric bowls and Dr. Tadlock's wood bowls are always popular! If you have anything you think would be a good basket item or might add to a bowl, please bring it, or notify Sue Rector and we'll arranged to get it from you!

## HAVE YOU FORGOTTEN?



Through the month of February, we are collecting food items for SAL Community Services. Their needs include Flour (white is fine). Sugar, any kind of Rice, and Vegetable oil. Our donations will go to help provide culturally appropriate food to immigrant families who are struggling with hunger.

Our efforts are part of this year's our District wide project to end hunger. Every Rotarian in District 6420 is asked to donate 5lbs of food during the Rotary year (July 1, 2023-June 30, 2024). We know some of our members have met and exceeded that goal, but most of us have a way to go!

Bring your donation to one of our two remaining meetings in February. A family and children in need will be greatly appreciative. You will also help ensure that our Club meets the District goal of 5lbs donated per member, Thanks for your help!

## SUE LOOKING FOR INPUT - NO REPLIES SO FAR!



Sue Rector will assume the office of Club President July 1<sup>st</sup>, however the funding for our District project for 2025-2026 must be requested this spring. The District will provide \$1,200 for the grant and our Board has agreed to match that amount so we will have \$2,400 available for the project. Today Sue put on every table two pages of information about the grant. Sue wants to involve the entire Club in determining how best to use the grant. Ideas from Club members are requested and will be accepted from now until February 20<sup>th</sup>. Sue will then select three and share those choices with the Club. And will accept feedback until February 29. At our March 5<sup>th</sup> meeting Sue will announce which of the three will be our 2025-26 District Project. We appreciate Sue soliciting ideas from our members!

In making your suggestions keep in mind that projects need to meet one or more of Rotary's seven areas of focus: Promoting Peace; Water/Sanitation/Hygiene; Saving Mothers & Children; Supporting Education; Growing Local Economies; and/or Protecting the Environment. Grants cannot promote a particular political or religious viewpoint, provide continuous funding (one and done); cannot include fundraising or require people to work without pay, and can't purchase land or a building or be for beautification only. If possible we would prefer a hands-on project where our members can participate in the project. Email your ideas to Sue at [srector3614@gmail.com](mailto:srector3614@gmail.com) or jot them down and give them to Sue.

## MESSAGE FROM DANIELLE SCOTT FOOD COLLECTION CHAIR



**Thank you Rotarians! Thanks to your generosity, we have collected almost 300 pounds of food so far for the district-wide service project!**

**Here's a photo of the total collection with a staff member at Project NOW Head Start. They were so grateful to have received this!**

**Note that we will not be collecting food items in March, but April will be our last month collecting for World Relief.**

**We have two more weeks in February for donations to SAL Community Services.**

**Danielle Scott**



**What:** RI Rotary Rock & Roll Bingo Fundraiser –  
\$20/2 cards OR \$125 for table of 8, 50/50, cash bar, bring your  
own snacks!

**When:** Friday, March 22nd, 2024, at 6pm, doors open at  
5:15pm

**Where:** Holiday Inn, Rock Island

**Why:** This fundraiser supports our commitment to QC  
Youth Programs and Community Projects

**Purchase cards/tables below OR pay at the door!**

Single Player-two cards



Table of 8-two cards each

