



Waunakee Rotary Club

July 3, 2008
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With so much information on being "green," some people are overwhelmed and may not even know what sustainability is.

Kathryne Auerback of the Madison Environmental Group, Inc. explained the concept to the Waunakee Rotary Club at its June 26 meeting.

In essence, sustainability means using our resources today in a way that won't compromise the future generation.

Often a business' success is measured by profit, Kathryne said. And yet we are using our resources at a rate that is not sustainable. Today, the definition of success is changing and it takes into account a triple bottom line: people, the planet and profit.

Today's definition of success also takes into account whether a business functions in a way that does not impact natural resources and does not degrade the environment, she added.

Kathryne described three overlapping circles representing people, the planet and profit. In the middle, where the circles meet, is sustainability.

She noted that businesses should consider the energy they use, the waste they produce and their impact on the water and land.

For instance, in Wisconsin, residents are heavily reliant on coal.

Households and businesses can conserve energy in a variety of ways and in doing so save money, as well.

Some businesses are constructing LEED (Leadership in Energy and Environmental Design) certified buildings. These use more daylight for lighting, saving energy, and can affect employees' moods. Compact fluorescent lighting is another example of a less expensive and energy conserving option.

Providing transportation alternatives is another way to achieve energy savings, Kathryne said. Each gallon of gas emits 20 pounds of carbon emissions. Some drivers use eco-driving techniques, driving more efficiently, to save on gas.

Reusing is another means of achieving sustainability, Kathryne said. Some 40 percent of waste in our landfills comes from construction and demolition, and 90 percent of that is reusable.

"None of this is really rocket science," Kathryne said. "The solutions are really simple."

On a residential basis, 30 percent of water consumed is used on lawns and in pools. Water can also be conserved by using dual flush toilets.

Economic sustainability is not only about cost savings but the economic impact a business has. And some practices have wide reaching impacts. That's the case with green roofs, which can be found in heavily paved in cities. The green roofs save energy and offer green space for the building's occupants to enjoy. Solar shelters – basically picnic shelters with solar panels – are another example.

Kathryne suggests that we focus on one area with a goal toward sustainability. First, a business owner might try using more fuel efficient cars to see the cost savings.

"The worry and concern is that people will just get overwhelmed and annoyed and just experience 'green' fatigue," she said.

Other items:

•Bill Erickson returned from a Friendship Exchange in Sweden and encouraged others to go on the next one in Istanbul.

•Ed Niebuhr and his wife donated \$1,000 toward the Polio Plus campaign.

OFFICERS

LYNNE SPIELMAN, PRESIDENT • DAN STATZ, PRESIDENT ELECT
PHIL WILLEMS, CLUB SECRETARY
BOB PULVERMACHER, RECORDING SECRETARY • AL DASSOW, TREASURER

DIRECTORS

TOM REIS • LORI DERAUF • BILL ERICKSON

Calendar of Events:

- Service Club Olympics, July 21-22
- Waunafest, July 24-27

Guests: Chris Kietrys, guest of Phil Willems; Mike Lawton, guest of Don Tierney; Jonathan Allen, guest of Leonard Allen; Larry Felsheim, guest of Al Dassow.

Visiting Rotarians: Matt Wahoske, Downtown; Bruce Mohs, Madison West.

Birthdays: July 8, Mike Fehrenbach.

Anniversaries: July 5, Joyce and Alan Maly; July 7, Ralph and Billie Montello; July 8, Tom and Rhonda Reis.

Prayers: July 3, Leonard Allen; July 10, Kim Wilde; July 17, Pat Durden.

Programs: June 26, Kathryne Auerback, Madison Environmental Group; July 3, Club Assembly.

Greeters: July 3, Scott Cochems and John Cullen; July 10, Al Dassow and Lori Derauf; July 17, Art Drake and Pat Durden; July 24, Fritz Durst and Ed Endres.

Make up meetings online

It's easy to make up a meeting on the Internet. The site is www.rotaryclubone.org. Print out the form and give it to Phil Willems, the club secretary.

BIRTHDAYS

January

Jan. 9, Bob Pulvermacher
Jan. 11, Greg Garton
Jan. 18, Rich Harris
Jan. 19, Gene Smith
Jan. 22, Daniel Muxfeld
Jan. 24, Art Drake
Jan. 26, Jim Meyer
Jan. 26, Mike Lawrence
Jan. 27, Pat Durden
Jan. 27, Lynne Spielman
Jan. 29, Gary Epping

February

Feb. 3, Jim Starling
Feb. 11, Phil Willems
Feb. 11, Ron Ballweg
Feb. 15, Dave Kruchten
Feb. 24, Danny Paul
Feb. 26, Sandy Taylor
Feb. 27, Ralph Montello

March

March 1, Rex Endres
March 1, Duwayne Statz
March 14, Craig Larson
March 15, Rich Murphy
March 17, Ellen Schaaf
March 26, Ken Ballweg

April

April 1, Ken Pesik
April 4, Ray Statz
April 7, Connie Blau
April 8, James Chancellor
April 24, Leonard Allen
April 27, Bob Nicholson
April 30, Harriet Statz

May

May 2, Jim Jukes
May 2, Steve Schlaver
May 12, Ed Kruchten
May 25, Joyce Maly
May 26, Bob Lenz

June

June 5, Ed Niebuhr
June 18, Dan Statz
June 20, David May

July

July 8, Mike Fehrenbach
July 10, Peggy Acker-Farber
July 10, Shelley Moffatt
July 12, Jim Tubbs
July 14, Robert Tucker
July 23, Jim Brussell
July 25, Jim Schmitz
July 26, Tom Laufenberg
July 27, Traci Mann

July 28, Bob Arntz

August

Aug. 3, Drew Lawrence
Aug. 4, Jon Townley
Aug. 5, Jim Leonard
Aug. 11, Kim Wilde
Aug. 12, Mary Weber
Aug. 12, Scott Cochems
Aug. 13, Kathy Cefalu
Aug. 13, Brent Ziegler
Aug. 14, William Erickson
Aug. 17, Frank Bucaida

September

Sept. 5, Gordy Meicher
Sept. 6, Tom Reis
Sept. 10, Kevin Kearney
Sept. 14, Fritz Durst
Sept. 14, Bob Hoskins
Sept. 17, Dan Miller
Sept. 19, Neil Kruschek
Sept. 21, David Kennedy
Sept. 25, Allan Dassow
Sept. 25, Luke Tierney
Sept. 30, John Cullen

October

Oct. 17, Bob Kase
Oct. 21, Linda Olson
Oct. 26, Betsy Flanagan
Oct. 29, Lori Derauf

November

Nov. 4, Jeremiah Gollon
Nov. 21, Ted Pertzborn
Nov. 30, Susan Vergeront

December

Dec. 6, Bud Zander
Dec. 8, Neil King
Dec. 8, Roberta Baumann
Dec. 14, Rich Wipperfurth

ANNIVERSARIES

January

Jan. 2, Jim and Linda Schmitz
Jan. 2, Ellen and Vincent Schaaf
Jan. 12, Ken and Diane Ballweg

February

Feb. 1, Jim and Terri Brussell
Feb. 9, Ed and Elizabeth Kruchten

March

March 31, Drew and Lolly Lawrence

April

April 21, Bud and Jeri Zander
April 22, Kathy and Mark Cefalu
April 28, Scott and Melanie Cochems

May

May 4, Jim and Betsy Starling
May 6, Don and Joanne Tierney
May 9, Ed and Jan Niebuhr
May 12, Mike and Jenny Fehrenbach
May 12, Brent Ziegler and Angela Schwab
May 17, Leonard and Becky Allen
May 23, Greg and Heidi Garton
May 24, Bob and Joyce Kase
May 25, Jon and Barbara Townley
May 25, Mike and Dena Lawrence
May 28, DuWayne Statz and Roberta Valle-
Statz
May 30, Phil and Betty Willems

June

June 7, Craig and Judy Larson
June 13, Sandy and Tim Taylor
June 15, Bob and Jody Pulvermacher
June 23, Frank and Joann Bucaida

June 25, Shelley Moffatt and Tom Fendrick
June 27, Kim and Nanette Wilde
June 29, Jim and Joanne Leonard
June 30, Fritz and Sheri Durst
June 30, Gene and Catherine Smith

July

July 5, Joyce and Alan Maly
July 7, Ralph and Billie Montello
July 8, Tom and Rhonda Reis
July 10, Gordy and Kris Meicher
July 17, Allan and Lynn Dassow
July 17, Roberta Baumann and Tim Brubaker

August

Aug. 4, Rich and Carolyn Harris
Aug. 5, Lynne and Ken Spielman
Aug. 10, Bob and Nancy Arntz
Aug. 12, Art and Jan Drake
Aug. 13, Danny and Yvonne Paul
Aug. 16, Kevin and Kathy Kearney
Aug. 26, Lori and Peter Derauf
Aug. 26, John and Debbie Cullen
Aug. 27, Dan and Joyce Muxfeld
Aug. 27, Danny and Lori Miller
Aug. 28, Connie and Marjorie Blau
Aug. 30, David and Mary Jean

September

Sept. 8, Ron and Michelle Ballweg
Sept. 9, Linda and Don Olson
Sept. 12, Jim and Phyllis Jukes
Sept. 15, Dave and Lynn Kruchten
Sept. 15, Rich and Donna Murphy
Sept. 17, Ken and Mary Pesik
Sept. 20, Neil and Sharon Kruschek
Sept. 22, Rex and Brenda Endres
Sept. 24, James and Sarah Chancellor

Sept. 28, Peggy and Bob Acker-Farber

October

Oct. 5, Dan and Kristin Statz
Oct. 7, Betsy Flanagan and Larry Nummerdor
Oct. 12, Jim and Tonya Tubbs
Oct. 13, Ray and Harriet Statz
Oct. 13, Harriet and Ray Statz
Oct. 19, David and Candace May
Oct. 21, Ted and Cathy Pertzborn
Oct. 21, Ed and Rita Endres
Oct. 29, Tom and Joan Laufenberg

November

Nov. 1, Neil and Lily King
Nov. 6, Jim and Margaret Meyer
Nov. 6, Dick and Sally Pilsner
Nov. 9, Bill and Jeanette Erickson
Nov. 13, Gary and Jane Epping

December

Dec. 1, Bob and Nancy Hoskins
Dec. 26, Bob and Mary Jane Nicholson
Dec. 27, Rich and Sue Wipperfurth
Dec. 28, Traci and Michael Mann

The Four Way Test

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build good will and better friendships?
4. Will it be beneficial to all concerned?

Prayers

Kim Wilde; Pat Durden;
Susan Vergeront; Leonard
Allen

Prayers

Kim Wilde; Pat Durden;
Msgr. Kramer; Susan
Vergeront; Leonard Allen

Larry
Felsheim

Rotarians

Peggy Acker-Farber
Leonard Allen
Bob Arntz
Ken Ballweg
Ron Ballweg
Roberta Baumann
Connie Blau
Jason Brown
Jim Brussell
Frank Bucaida
Kathy Cefalu
Scott Cochems
John Cullen
Rod Cupp
Allan Dassow
Sarah DeKraay
Lori Derauf
Art Drake
Pat Durden
Fritz Durst
Rex Endres
Gary Epping
Bill Erickson
Mike Fehrenbach
Larry Felsheim
Betsy Flanagan
Greg Garton
Amy Gile-Enge
Jeremiah Gollon
Rich Harris
Bob Hoskins
Jim Jukes
Kevin Kearney
Bernard Kennedy
David Kennedy
Neil King
Msgr. Jim Kramer
Dave Kruchten
Ed Kruchten
Neil Kruschek
Margaret Landphier
Craig Larson
Tom Laufenberg
Drew Lawrence
Kim Lengfeld
Bob Lenz
Jim Leonard
Joyce Maly
Gordy Meicher
Jim Meyer
Dan Miller
Ralph Montello

Rich Murphy
Bob Nicholson
Ed Niebuhr
Ron Niesen
Linda Olson
Danny Paul
Ted Pertzborn
Lisa Pertzborn-Whiting
Ken Pesik
Bob Pulvermacher
Tammy Reefe
Tom Reis
Ellen Schaaf
Jim Schmitz
Gene Smith
Lynne Spielman
Dan Statz
DuWayne Statz
Ray Statz
Jim Steffenhagen
Sandy Taylor
Don Tierney
Luke Tierney
Jon Townley
Jim Tubbs
Robert Tucker
Susan Vergeront
Mary Weber
Kim Wilde
Phil Willems
Rich Wipperfurth
Bud Zander
Brent Ziegler

Sarah's e-mail
sdekraay@hotmail.com
FAX 837-0304