

# K-MUNICATOR

THE EDGEWATER HOTEL, 666 WISCONSIN AVENUE ■ MEET 11:30 AM MONDAYS  
KIWANIS CLUB OF DOWNTOWN MADISON □ MADISON, WISCONSIN

*Changing the world one child and one community at a time.*

Kmunicator for the week of December 28, 2009 Volume 92 No. 47

## Meeting Crew for January 4, 2010

Door Prize Joe Krzos

Moment of Reflection Ken Groehler

Greeter Bill Arthur

Visitor Table Al Barhorst

## Openers

On the last Monday of 2009, President Tom Brodd welcomed 46 members and 4 guests to the regular meeting of The Downtown Madison Kiwanis Club. Ted Iltis led the group in singing accompanied by Melinda Certain. The moment of reflection was offered by Ken Kosciak. Portions of the reflection are printed elsewhere in this edition of the Kmunicator. The door prize was given by Tony Brewster and won by Mat Dew.

## Announcements

Michael Doran is at home recuperating from viral meningitis. He would appreciate phone calls.

## Wil-Mar Community Meal

The day after the Christmas celebration, we served our traditional meal of pork loin roast, scalloped potatoes, Broccoli, mixed fruit and home-made cookies for dessert. This meal is one of two meals sponsored by our club. Special thanks go to Beth Norman for baking dozens and dozens of cookies, we assume with some "help" from Beatrice. Also thanks go to Tom Brodd for coming early to get the roasts in the oven, and to the management of Metcalfe's and butcher Dave for a very special price on the pork loins. We had a great kitchen crew thanks to: Tom Brodd, Bill DiCarlo and his wife Lori, Mike Ely, Ken Kosciak, Joe Krzos, Wayne Kussow and his wife Carol, Dolly Ledin and daughters Grace and Emma, Steve Myrah, and Joe von Elbe. As always we were joined by Kiwanis friend Bill Sime. With this great participation we were able to release some members early. Our next cooking date is January 23, 2010. Again a very special thanks to Joe von Elbe for coordinating this monthly service project.

## Third Street Shelter New Year Meal

The Human and Spiritual Values Committee will serve the residents of the Third Street Shelter at the YWCA a special New Year meal on Tuesday January 19. This activity will take place in the evening. If one is interested in helping with this project please contact Chris Hodge.

## Upcoming Programs

January 4, 2010 Foundation Trustee Election and Club Web Site Demonstration

January 11, 2010 RSVP Grandparent Presentation with Diane Szymonski

January 19, 2010 Johnny Winston on the Education Gap between Whites and Blacks (Please note this meeting will be on Tuesday because of the Martin Luther King, Jr. Holiday on January 18th.)

January 25, 2010 Bettsey Barhorst on the future of MATC and the Facilities Master Plan

## Program Notes for December 28, 2009

The program for December 28 was the annual presentation of book reports/reviews by club members.

**The first book review is presented by John Icke.** It is both a book review and a memorial tribute to **Robert Heideman.**

The book was written by our resident intellectual team of Bob and Carroll Heideman. It is called "**Trends That Shape Our Lives**". It was published in August 2007 and is composed of 13 parts, 10 of which are the "trends". The trends covered are: Population, The Environment, Energy, Infrastructure, Geopolitics, Economics, Health, Technology, Education and Society in Flux/Changing Values. Each trend chapter opens with a recitation of facts gleaned from print and electronic media, literature, scholarly studies, and the like. From this, trends are projected and the chapter ends with a "What can we do" section. There is an over riding trend that inserts itself into nearly every chapter...over population of the earth and its

devastating effect on our world. We all know this and the team deals with the problem by its repetition throughout. Finally, at the end of the book is a section called “tipping points” which all readers of Malcolm Gladwell’s book of the same name understand to be the small incremental change in a trend that initiates a irreversible change. And that is for me the purpose of the book...to identify those trends that have a tipping point that are bad for the earth. I recommend this book for anytime, except reading in bed. It’s hard enough to sleep as it is! Carroll writes a piece of poetry in the population section which says it all: “Vox Clamatis in Deserto” or “A Voice Calls in the Wilderness”. And so, half of our beloved intellectual team is gone. I look forward to June 13 to hear all the tributes that come Bob’s way. But today, I see the glass half full...Carroll is still with us and I wish her my very best and hope that the intellectual tradition continues.

**A book review by Henry Hempe.**

**The Death of Conservatism by Sam Tanenhaus; 318 pages, Random House**

Definitions of Conservatism vary, depending on the speaker. The late Professor Richard Weaver of the University of Illinois offered an apparently erudite and almost incomprehensible definition of Conservatism as “a paradigm of essences toward which the phenomenology of the universe is in continuing approximation.” The former editor of the Indianapolis star, M. Stanton Evans, suggested that “Conservatism offers a running start from the past into the future.” Less charitable views also abound. Some describe conservatism as an ideology that always defends “the status quo.” Other critics go further, and proclaim that traditional conservatism has metastasized into a current ideology that justifies greed, meanness and insensitivity to the needs of others, even at the expense of the stability and best interests of the republic. But in his 118 page book, *The Death of Conservatism*, author Sam Tanenhaus uses none of these to describe what he perceives as the dying, spasmodic throes of an ideology that values “purity of the Conservative movement” over pragmatic, reasonable solutions to the problems facing the nation. In the past, as long ago as the ‘50’s and as recently as the ‘80’s, Tanenhaus finds conservative arguments, “expressed through politics” as speaking to the deepest issues of culture and society. Instead, the author charges, what we currently hear is “rhetoric from the right, to the right to uphold ‘basics’ and ‘principles’, and stand tall against liberals, even if it means evading the most pressing issues of the moment. Tanenhaus includes three examples of current conservative movement rigidity: an aggressively unilateralist foreign policy that deplores the overly defensive posture of the containment policies developed by Presidents Truman and Eisenhower, a blind faith in a deregulated Wall Street-centric market, and the harshly punitive “culture war” against so called liberal enemies, such as the advocates of women’s right of “to choose” and gay marriage. Tanenhaus suggests that what we call “conservatism” today would be unrecognizable to the great originator of modern conservatism, a late 18th century English prime minister, Edmund Burke. The author describes Burke’s conservatism as based not on a particular set of ideological principles, but rather on distrust of all ideologies. Burke believed “political reason is a computing principle, an emphasis on continued adjustment and recalibration of the existing order.” To Burke, this meant, “governments were obligated to use their powers to ameliorate intolerable conditions.” To this current neo-conservative, David Brooks would add if one has a cold, nasal spray may be appropriate, but you don’t use a nasal spray to fight cancer. Burke was not a moss-backed defender of status-quo privilege; indeed he sympathized with the American Revolution. He did value societal stability-which also led him to oppose parliamentary representation of the American colonies solely because they practiced slavery, arguing that “common sense, nay self-preservation seem to forbid that those who allow themselves an unlimited right over the liberties and rights of others should have any share in making laws for those who have long renounced such unjust and cruel distinctions.” To Burke, “A state without the means of some change is without the means of its (own) conservation.” To read Burke, Tanenhaus posits, “is to realize how far the Conservative movement has strayed from genuinely conservative ideals.”

U. S. President John Adams did read Burke (along with a good many other political essays, including some from ancient Greece) and applied the lessons he learned in maintaining the fabric of America’s early years. Mid 19th century English Conservative Prime Minister Benjamin Disraeli is another sterling example of a principled, pragmatic, and effective application of Conservative governance. Disraeli advocated “just, necessary and expedient policies-that is, policies the public demanded even though they may contradict the conservative leaders own ideological certitudes.” More recent examples of responsible Conservative savants are also cited by the author as following Burkina principles of common sense-erudite examples such as conservative centrist Frank S. Meyer and National Review founder William F. Buckley. Buckley, for instance, in an influential and timely essay essentially read John Birch Society founder, Robert Welch, out of responsible conservative circles. Welch’s “conspiracy theory of history” has led him to charge that President Eisenhower was a Communist or Communist sympathizer. Whittaker Chambers also deserves honorable mention for his essay in National Review that dismantled Libertarian author and Russian immigrant An Rand’s, *Atlas Shrugged*. Ironically, we now read of an attempted resurgence of both the Birch Society’s discredited “Conspiracy Theory of History” in some conservative circles (e. g. President Obama is a new Hitler, or Stalin, or even the devil incarnate) and even an attempted application of the Ayn Rand, philosophy of greed exemplified in the recent Enron scandal.

Other more contemporary Conservative politicians analyzed by Tanenhaus include Richard Nixon (who actually gets good Burkean grades for his foreign and domestic policy initiatives, except, of course, for Watergate) and Ronald Reagan. Tanenhaus is not a politician or a Liberal hack. He is an editor, whose credits include a prize winning biography of

Whittaker Chambers. "Most of us," Tanenhaus says, "are liberal and conservative, we cling to the past in some ways, push forward into the future in others." "At its best," Tanenhaus concludes, "conservatism has served the vital function of clarifying our shared connection to the past and of giving articulate voice to the shared beliefs Americans have striven to maintain under the most trying circumstances." "What the times now demand of movement conservatives", the author suggests, "is a recognition that the age of orthodoxy-of uncompromising certitude has ended and will not be reborn soon." He adds: "There remains in our politics a place for authentic conservatism, a conservatism that seeks not to destroy but to conserve."

I venture to say my friend Bill Kraus, a local, well known Republican and occasional public TV network political commentator, would quite agree.

### **The next review was given by Alton Block, Gallo Be Thy Name**

Mike and Joe were inseparable as brothers. They were two of seven siblings born to a family in northwest Italy in 1882 and 1885, respectively. Their father was a butcher and a wine maker and their mother operated a small hotel. Their father, like most European men of his generation, regarded his children as little more than sources of cheap labor, mere chattels on the land. The two brothers left home at a young age. Mike headed for the fabled, sun soaked coast of California. Joe eventually joined his brother at Oakland, California. Joe married Susie Bianco to gain a foothold in her father's prosperous winery. Instead, he found himself swimming in debt. A frail, runt of a boy was born in March 1909. They named him Ernest Joseph.

Meanwhile, Mike was prospering very well and married Celia Bianco in August, 1909. Joe and Susie moved back to Hanford, CA into one of her father's houses. At the time, her father needed help running the winery. This put Joe exactly where his father-in-law wanted him—under his thumb—but Joe eventually left and went back to Oakland. There, Susie gave birth to their second son that they named Julio in March, 1910. Mike said he was a con man and a liar. His illegal activities caught up with him and he was sentenced to five years at San Quentin prison. When he got out in 1917, the two brothers again put their heads together and amid talk of prohibition, sold their wine distributorship.

When Joe was in a foul mood, he tended to drink too much and direct his wrath toward the usual punching bag—Susie-- as well as his two boys who were now old enough, in Joe's estimation, to put in long, hard hours working in the winery. Ernest was 8 and Julio a year younger. Their childhood became a nightmare. When Joe thought they were slacking off, when their small bodies collapsed from exhaustion, Joe cursed them, screamed at them, and beat them black and blue, just as he beat up his wife.

After a separation of three years, Joe convinced Susie to return to him which she did in 1915. A third son was born in September, 1919 and was named Joe, Jr. This became another bone of contention between the first two sons and their father. The father-as Ernest and Julio referred to him, not "our father", favored his youngest son. In 1925, Joe made the initial trip to Chicago with grapes and wine to the Capone distributorship but the trip was hard and long. In 1926, Joe reluctantly took Ernest under his wing and trained him to make the runs on his own at 17 years of age. Ernest proved himself to be a shrewder businessman and a hard bargainer. Ernest was the copy of his father. They both wore black fedora hats. The Gallo label was highly regarded.

In 1931, Ernest then 21, had grown to a point he was as big as his father. Their relationship deteriorated as he grew in size, stature, and his knowledge of the family business. He demanded to become a full partner or he quit. Julio supported him. Joe went berserk and went after the boys with an ax. Ernest and Julio turned and ran into Modesto and bought a bus ticket to El Centre, California, where they stayed for two months. They returned to the family homestead only after Joe promised to stop brutalizing their mother and agreed to give the boys equal partnerships in the vineyard but he would later renege on this promise.

Joe said that he and Susie had bought a ranch in Fresno, a 100 miles south of Modesto. On May 5, 1933, Julio and Aileen Lowe, eloped to Reno and were married. One month later, Julio and Aileen drove down to Fresno to get Joe, Jr. Julio got into a fierce argument with his father. The next day, they were informed that both Joe and Susie were shot to death. First reaction was this was a murder suicide but as the investigation proceeded, more questions than answers were raised. It remains a mystery and is not discussed within the Gallo family.

With the repeal of prohibition in 1933 and the legal okay to continue the business as E. & J. Gallo Winery, Ernest charged ahead in spite of the depression and a country that preferred beer and whiskey. Ernest and Julio had established a division of labor. Ernest was the front man, the marketing guru, the super salesman, who was the face of the family enterprise. He was determined to position E. and J. Gallo Winery as the number one winery in the country. Julio was the quiet brother, the one who tended the vines and made the products for the markets that Ernest was opening up. Ernest was more driven.

Julio and Aileen were the first to have a child. In August, 1934, a boy named Robert Julio was born. In 1935, Gallo had storage capacity of 350,000 gallons but they sold 941,000 gallons. They built a facility in 1936, for storing a million and a half gallons. Aileen gave birth to a second child, a daughter in May, 1936, named Susann Aileen. She had a third child, a son in February, 1939 named Phillip. Amelia had her and Ernest's first child in June, 1939, a boy named David Ernest. She had a second son in March, 1941, named Joseph Ernest. Paisano wine gave Gallo very good sales. They needed a

new product and came up with a new one, a white port with lemon juice added. They named it "Thunderbird" after the new hot car of the moment. It was a blockbuster. It sold 32 million gallons in 1957. Julio wasn't excited about the direction E. and J. Gallo Winery was taking. He considered the brand garbage. He would have been content finding a niche as the purveyor of quality table wines. Ernest wouldn't listen to him. The rift between them widened. Phillip (Julio's youngest son) committed suicide and this tended to bring Ernest and Julio back together. Ernest and Chavez had labor battles until the unions decided it was not in their best interest to continue fighting. Ernest and Julio went back to doing what they did best, making and selling wine. The guard was changing. Joseph, Ernest's son, had a loyal group working with him. The older senior staff resigned, one by one.

You may have wondered why I chose a book on wine instead of dairy, but the Gallo family does have a dairy farm. In 1983, Joe, Jr. invited the family and friends to the farm to celebrate the launching of his new cheese business which he labeled, Joseph Gallo Cheese. Ernest took exception to the use of the Gallo name and after a series of meetings, sued Joe, Jr. In the process, Joe, Jr. went to the courthouse to check records. There he found the hand written will that his mother wrote, giving the three brothers, each a third interest in the winery. Joe, Jr. was under 21 when his parents died; so the two brothers, Ernest and Julio, were given guardianship of Joe, Jr. They never gave Joe, Jr. his third interest or discussed it with him. He felt very betrayed by the brothers, who until that moment he loved.

Joe, Jr. sued the brothers and lost and he also lost the use of his name on the cheese. The judges were hand picked by Ernest. The trials took the life out of Joe, Jr. though he lived or existed for several years. He died in February, 2007. Ernest, at 80 years old, began turning more and more over to his son, Joseph who was in charge of sales. His other son, David, was just incompetent. Julio had been grooming his son, Robert and his grandson, Matt, to assume more of his responsibilities in Sonoma where they now own 4,000 acres. His son-in-law, Jim Coleman, was a key executive in the winery.

Robert's daughter, Gina, was well on her way, at 26 years of age, to becoming an accomplished wine maker, respected throughout the industry.

Julio died in May, 1993 in an auto accident. The transition to the younger group brought a more environmentally friendly attitude. Gina, a beautiful lady, became the public face of E. And J. Gallo Winery. She is taking Gallo wines on to an unprecedented level with the label, Gallo of Sonoma. In 1998, Gina, barely 30, stunned the industry with her 1995 Estate Chardonnay receiving the Best Chardonnay Worldwide award. That same year, Gallo's Sonoma entries received the most medals of the 1,482 entered from 22 countries. Ernest died on March 6, 2008 at the age of 97.

Gallo is the largest wine company in the world with more than a billion dollars in sales.

The book's title is *Gallo Be Thy Name, The Inside Story of How One Family Rose to Dominate the U.S. Wine Market* by Jerome Tuccille published by Phoenix Books in 2009.

### **The next review was by Ken Groehler, Remarkable Creatures by Sean B. Carroll**

This is a great little book written for lay readers who are curious about discoveries in anthropology, pale anthropology and human ancestry. It is interestingly written with a touch of humor, and documents the important discoveries by an assortment of different explorers and early scientists since Charles Darwin. It points the way through major discoveries that lead the reader to today, and our understanding of how life in general got to this point, with us (humans) at the top of the heap.

It begins with a brief description of one of the earliest naturalists, one who impressed Thomas Jefferson, the poet Emerson, and the spellbinding writer Edgar Allan Poe with his discoveries and exploits. Indeed, Emerson wrote, "Do not go where the path may lead, go instead where there is not path and leave a trail." He was speaking of Alexander von Humboldt, Prussian naturalist who lived from 1769 to 1859. He worked primarily in Latin America, being the first to find and describe plants, animals and geographical features in a scientific and understandable manner.

Next is an account of Charles Darwin and his travels and discoveries aboard the British ship HMS Beagle. It further details how Darwin reached his conclusions regarding his theory of evolution and the publication of his treatise, "On the Origin of Species."

Following are chapters dealing with: Alfred Wallace and his explorations up the Amazon River and its' tributaries, farther than any white explorer had ever gone. Henry Walter Bates, a fellow of Wallace also working the Amazon drainage basin who detailed strange differences in species that seemed to correlate with changes in environment and geographical area, variations within a single species. Dr. Eugene Dubois and his discovery of Java Man. Charles Walcott, discoverer of the oldest animal fossils of the time in the Burgess Shale. Roy Chapman, a Beloit, WI native, discovered petrified dinosaur eggs in Mongolia. The Alvarez brothers and their identification of the KT boundary differentiating the Cretaceous from the Tertiary periods in earth's history. Its importance had to do with the first major mass extinction by meteorite theory. John Ostrom and his theory and evidence that birds evolved from dinosaurs. Neil Shubin, and his work showing that fish evolved the ability to live on land.

The last third of the book deals with the discoveries of protohumans and the history of developments over about three million years, discoveries involving such names as the Leakey's and Donald Johansen.

In summary, this was an intriguing journey through time, informative, interesting and very well written.

**Ken Koscik's Reflection**

We all say "Time flies when you're having fun", The frog says "Time is fun when you're having flies"

Groucho Marx says "Time flies like an arrow, fruit flies like a banana." On a more serious note, here are a few more quotes: "However good or bad a situation is, it will change." "Don't take yourself too seriously, no one else does" "It is never too late to have a happy childhood, but the second one is entirely up to you." "What other people think of you is none of your business"

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