



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

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June 21st Program Notes

Madison is a city full of culture and diversity. Madison is populated by a variety of ethnic and racial groups including but not limited to: African American, Native American, African, Asian, German, Irish, Italian, French, Hispanic, Latino, Hmong, English, Greek, and Russian. Madison is also home to persons of varied religious backgrounds and traditions. This diversity is celebrated with a variety of festivals and events throughout the year. English as a Second Language Programs are offered by a variety of educational institutions, neighborhood centers and non for profit organizations. On June 21st, John Odom will give his perspective on the diversity and culture of Madison. Please come to learn more about the city that you live in, work in, shop in, received your education in, visit, where you do service, etc. I am sure you will be surprised by what you will learn from Mr. Odom. F. Anthony Brewster will be introducing Mr. John Odom.

Upcoming Programs

June 21 st	John Odom on Cultural and Ethnic Diversity
June 28 th	Herman Freymiller on the Yellowstone Trail in Wisconsin
July 5 th	Deer Park Buddhist Center
July 12 th	James G. Gilmore – UW Children’s Hospital Development Program Director
July 19 th	Herman Freymiller – The Yellowstone Trail in WI
July 26 th & 27 th	Service Club Olympics with Dinner on July 27 th ; No Monday Meeting at the Edgewater
August 2 nd	David Towbridge on High Speed Rail
August 9 th	Greg Novinska with the Red Cross and Blood Drives
August 16 th	Robert Heideman Memorial Golf Outing at the Oaks
August 23 rd	To Be Announced
August 30 th	Bettine Lippman on Madison Metro Schools Mentoring/Tutoring/Gifted-Talented Programs
September 6 th	Labor Day – No Meeting

Note that the Program Committee has scheduled some very interesting programs on a wide variety of subjects. Please share this program schedule with others and invite them to join us for a great hour and half of fellowship, food, fun and learning. After this experience they may appreciate the great things our club has to offer.

Announcements

- ✚ **Bingo** – Our monthly bingo game at Oakwood West was again very much appreciated by the residents. Calling and helping with the game were: George Beestman, Tom Brodd, Fred Buelow, Carroll Heideman, Bob Rand and Joe von Elbe. Our next Bingo date is July 12.
- ✚ **YWCA Picnic** – The Human and Spiritual Values Committee will sponsor the reunion picnic for the families of the YWCA Third Street Project on Tuesday, July 27th, from 5:00-8:00 PM at the Rennebohm Park Shelter located at 115 Eau Claire Avenue on Madison’s West Side. If you can assist in any way please

contact Chris Hodge.

- ✚ **Children's Hospital Picnic** – The U-W Children's Hospital Picnic and Fun Day will take place the afternoon of Sunday August 8th at Elver Park. If you can help out with this project please see Dolly Ledin.
- ✚ **Independent Living Ice Cream Social** – The annual Independent Living Ice Cream Social is scheduled for Sunday August 8th at their facility on Segoe Road. This event is in need of volunteers. You may sign up for a two hour shift. The event takes place in the afternoon. For further information or to volunteer please see Carroll Heideman.
- ✚ **Announcements for the K-MUNICATOR for the week of June 21st**– Please send any announcements you wish published in the K-MUNICATOR for the week of June 21st directly to Richard Wildermuth via e-mail since he will be on vacation and not at the meeting on June 21st.
- ✚ **Announcements in General** – If one wishes their announcement made at the regular meeting to be included in the K-MUNICATOR , your editor/reporter needs it either in hard copy or sent by e-mail. Many announcements are being made but your editor/reporter is not getting them for publication. I wish the information to be accurate and without copy that is not entirely possible. Thanks for any assistance you can offer in this matter.

Please contact the editor with information and announcements for the K-MUNICATOR.

Richard Wildermuth: tbmauctioneer@yahoo.com

Induction of Our First Corporate Member



History was made at our regular meeting on June 14, 2010. Our first corporate member, Madison College, formerly known as Madison Area Technical College or MATC, represented by Betsey Barhorst , president, was inducted into membership. Madison College was sponsored by Elaine Lohr and Curtis Wittwer. The induction ceremony was conducted by F. Anthony (Tony) Brewster, chair of the membership committee. Tony prepared a history of Madison

College which will be printed in next week's K-MUNICATOR. This history was available at all the tables. Betsey's husband Alan is a member of our club. Betsey made the comment that we are one of the best audiences she has ever spoken to and this was one of her main reasons for joining. Betsey also stated that an individual membership would not have been practical for her because of her necessary commitments to Madison College, but a corporate membership will allow attending when she can and she will send other staff based upon the program of the day. We welcome Madison College as our first corporate member.



Meeting and Program Notes of June 14, 2010

President Tom Brodd welcomed 51 members, 8 guests and 1 potential member to the regular meeting of the Kiwanis Club of Downtown Madison held on June 14, 2010. In observance of Flag Day, the song of choice by song leader Ted Iltis was *You're a Grand Old Flag*. The singing was accompanied by Erin Grier at the ivories. The moment of reflection on the life of women and girls in Africa was offered by Tom Brodd. The door prize was won by the representative of our newest member (Madison College), Betsey Barhorst.

In the 2009-2010 club fiscal year, the Board of Directors established a contingency fund for committees to make application for special/new project funding that had not been included in the adopted service budget. The ACE (Agricultural, Conservation and Environment) committee made a request and it was approved. The special project was to provide bus transportation for approximately 300 students to attend the College of Agriculture and Life Sciences Day for Kids at the University of WI-Madison. The students were from the following elementary schools in Madison: Emerson, Leopold and Mendota. The majority of the students were

from low income families. Many of the students had never before seen a farm animal up close. A five day old calf was a highlight of the educational experience for many. One Monday three representatives of the elementary schools came to receive their checks to reimburse the transportation cost. The checks were presented to them by Elton "Abe" Aberle, former Dean of CALS and a member of the ACE Committee. Abe had coordinated the efforts to get the funds approved, make the connections with the elementary schools, make the connections with the Student Government of CALS who plan the day, and of course to propose the idea to the ACE committee. Thanks to all who made this educational experience possible.

Prior to his introducing the speaker for the day, Bob Miller gave a brief history of Flag Day. Flag Day is 125 years old. The idea was conceived in Wisconsin. The date June 14th was chosen because that is the date that Congress officially adopted the "stars and stripes" as our national banner.

Program Presentation – Tim Cooley, received a degree in journalism from the University of Wisconsin Madison. Tim left Madison approximately thirty years ago but the love of the city, love, and an employment opportunity lured him back. Tim is currently the City of Madison Economic Development Director.

He defines Madison in the following way: Madison is the creative hub of an Innovation Region. One of his favorite works is **A Tale of Two Cities** by Charles Dickens. He reminded his audience to read the whole paragraph which contains the words "...the best of times, the worst of times..." It reminds us to look about and always notice our surroundings, regardless of our perceived familiarity with them.

Madison is viewed by researchers, survey takers, and government officials differently. Depending on the context, the geographic boundaries go from the actual legal boundaries of the city to several counties surrounding and adjoining Dane County. So, one needs to be careful when a publication or speaker is referring to "Madison." Is the reference just to the city, the urban center (including suburbs), or the economic zone that includes populations in adjacent counties.

A simple formula offered by Mr. Cooley is this:



Level of Service = Levy x Asset Value

The point of this simple relationship is that the services provided by government are directly dependent upon the income, that being the product of tax levy and the aggregate value of real estate assets being taxed. If assets fall, the levy must increase to maintain the level of service; that however could well put our area at an economic disadvantage compared with other areas having a lower tax rate. A goal of Mr. Cooley is to create a major urban employment center with a lively pulse and grow the tax base in a significantly underutilized corridor in the heart of Madison. A major challenge to this goal is changing the attitudes of home owners, business owners, and neighborhood associations who reside in or own property in this underutilized corridor. The primary corridor is East Washington Avenue.

A major effect on the level of service formula is the large amount of exempt property located within the city of Madison. Approximately 55 per cent of all property located within the legal boundaries of Madison is tax exempt. In some instances these exempt properties do pay for the services provided them by the City of

Madison, but rarely does the payment offered equal “levy times asset value.”

Mr. Cooley also believes it is very important to offer a stable and quality job environment for the graduates of all the fine institutions of higher learning in Madison.

Mr. Cooley offered his audience some new ideas rooted in old common sense principles of economic development. Thanks for coming back to Madison, Tim. A special thanks to Greg McManners for arranging this program. Thanks to Bob Miller for introducing Tim Cooley, a think tank member.