

The Bettendorf Rotary Club News
Sept 12-19th, 2007. *Guests Welcome at our next meeting*
Weds., Sept. 26, Noon at the Fortune Garden



FEATURING:
**Rotarian Mike Freemire,
Mayor of Bettendorf**

Mayor and Bettendorf Rotarian Mike Freemire is running for a second term, he previously served on the City Council from 2000-03. Mike is proud of the city's downtown development and rapid housing starts that have occurred under his leadership. He continues to serve in lobbying efforts in Washington D.C. for various community projects including the new I-74 bridge funding, BRAC committee recommendations and enhancement of eastern Iowa. He resides in Bettendorf with his wife of 22 years, Lori, and three sons, aging from high school to elementary.

Mike has more than 20 years of experience in various industries, including extensive work in the national and international logistics industry and several years in the landscaping and lawn care industry.

He graduated from Coe College in 1984 with degrees in business administration, sociology and a minor in economics. He worked in strategic growth and market planning for a Fortune 500 transportation and logistics firm. In 1996, he took over Signature Lawns, the family business, and after having quintupled the growth, in early 2006, sold it to a national provider. In mid-2006, he purchased Results Marketing and returned to his first love; strategic planning. He is the owner of Freemire Enterprises, Inc. and principal in Consultants Group International, an international consulting and marketing firm.

Mike's opponent in the Nov. 6th election is Greg Gackle, who served on the planning and zone commission and is a utility company spokesman.

As of the census of 2000, there were 31,275 people, 12,474 households, and 8,719 families residing in the city. There were 12,474 households out of which 34% had children under the age of 18 living with them, 60% were married couples living together, The average household size was 2.5 and the average family size was 3. The median income for a household in the city was \$54,217, and the median income for a family was \$66,620. The per capita income for the city was \$28,053.

Thanks to all the QCA mayors who have addressed or plan to address our club!

Announcements:

The Bettendorf Rotary Annual Golf Outing was held Sept 19th – Another Success! Details next week.

Carter LeBeau returned from a trip up north where he visited two Rotary clubs, he presented President- Elect Nicole McWilliams with the two



Rotary Club's banners, one from Humboldt, IA and Walker, MN. Carter emphasized S.K. Nanda's message that Rotarians have friends the world over, and one of the most enjoyable things about being a Rotarian is dropping by other Rotary clubs just to say hello.

Carter said while the Humboldt Iowa club had room for growth, (*approximately - ed*), the Walker, MN 'Land of Four Seasons' club near Leach Lake featured a Quilting Bee, was also a singing club, and generally had it 'going on', large. Rotary District 6000 printed a letter from Carter who joined many others appreciating the fun involved in attending Rotary meetings while traveling around the globe.

Lora Adams presented the club with a TV set won as a result of our volunteer's work gaining over \$3,000 in contributions for WQPT during the summer telethon. (*The elderly club to the west snatched 'our' first place trophy, explaining Decker's black armband...*)

*From Mr. Brian Kennedy,
program chairman--*



Upcoming Featured Speakers

- 10/3: Quad City Home Builders Association: trends in housing market and preview of upcoming QCHBA Harvest of Homes.
- 10/10: Suggestions Welcome! See Brian.
- 10/17: Rotary District Governor Dianna Reed.
- 10/24: Doyle Monsma, Partnership to Fight Chronic Disease.
- 10/31: Sister Joan Lescinski, CSJ, PhD, incoming President, St. Ambrose University.
- 11/7: State Senator David Hartsuch.
- 12/12: Iowa Secretary of Agriculture Bill Northey.

Please use this news!

Invite prospective new members who might appreciate our speakers.

Only \$8 per visitor, payable at the door.



Rotarian Richard and Dee James

Announce their

\$25,000 Donation to

**The Bettendorf Rotary Club Annual
Scholarship Fund**



On the occasion of their 40th wedding anniversary, encouraged by our club having selected the Community Foundation of the Great River Bend to manage our charitable funds, and in honor of Rich and Dee's career including over three decades in the service of education, Rich and Dee presented our club with a most welcome major gift. Their gift adds to the major gifts of Chuck Mooney and William Straight and other club contributions to enhance Rotary's purpose of increased understanding through education. Grateful Rotarians rose in an extended standing ovation.



Meeting Review

Noon, Sept 5, 2007, the Fortune Garden.
 Presiding: **President-Elect Nicole McWilliams**



President-Elect Nicole stepped up as President Lisa Brown is at home recovering from facial injuries she sustained in an auto accident last weekend. Nicole opened the meeting in a moment of silent reflection in support of our troops overseas and those noted by the membership who suffer, and for world peace and fellowship.



Bernie Vogel made us feel like our Chinese Lunch was actually a college tailgater as he played the fight songs from most every high school and college organization anyone in the room could remember – from memory. As most of the membership struggles to remember what color their socks are without looking, we offer due amazement and kudos!

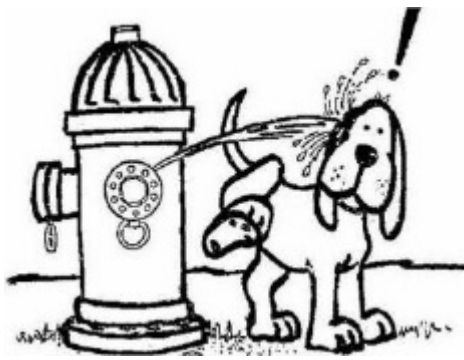
Tom Howard led the Rotary Philharmonic Chorus in the National Anthem, “Rotary Bonds” and the Iowa and Illinois University Fight Songs.



Lora Adams presented “The News”. She congratulated the Quad City Symphony on its very successful Riverfront Pops concert and repeated her thanks to the membership that solicited for and donated to WQPT.

Sergeant-at-Arms Joe Urbaitis collected \$ 112 for our foundations.





“This is the third failed fire hydrant,” Mayor Freemire said during a press conference Tuesday. “There was one on Eagle Heights Court on March 4, 2006, on Overland Drive May 22, 2007, and at Parkview Trailer Park on Sept 2, just a couple of days ago.”

During the press conference, the mayor pledged to have all hydrants in the city checked within the next two weeks.

“It’s not the city’s water system; it’s Iowa American’s water system. But we ultimately are responsible for delivering water to fires, not only for safety of our residents, but also for the safety of our firefighters,” the mayor said.

Chuck “*Stay curious*” Mooney, Secretary Reports:

- ❖ Visiting Rotarians:
Greg Rothbardt, Davenport, Sales
- ❖ Dick Cole, North Scott, Water Proofer
- ❖ Terry Westbrook, E. Moline, Banking
- ❖ Guests:
Dee James with Rich James



Rotary Meeting Make Ups: Tony Calabrese, somewhere on earth, more or less. Todd Larsen at East Moline, Carter LeBeau at Walker, MN. At the Golf Outing Committee meeting today: Ralph Heninger, Decker Ploehn, Jim Legare, Duncan Cameron, Scott Tunnicliff, Jeff Hassel, Carolyn Leutwyler, Nicole McWilliams, John Rabine.

Missing today: Atnip -2, Ball -4, Bowe -3, Brown, Calabrese -2, Callihan -8, Chambers -2, G. Coin, Coley -2, DeDkoncker, Deuth, Dobesh, Douglas, Eikenberry, Elstrom -2, Gallagher -3, Habenicht, Hyder -0 Ingleby -10, Kempton, Kennedy -2, Koos -6, Loweth -5, Lucas -2, Mangler, Naumann, Perisho, Riportella, Ross -2, Schillig, Selden, Snyder, Spyrow -8, St. Laurent -3, Voigt -10, Worlely -5.

Make up a meeting at nearby Rotary Clubs:

Monday, noon.....Davenport The Outing Club
 Monday, noon.....Moline-Calvary Church of the Quad Cities
 Monday, 6 pm.....QC Illinois-Moline Club
 Tuesday, 7:15 am..... River Cities-Brothers Rest. Rapid City
 Tuesday, noon.....Rock Island - QC Botanical Ctr.
 Wednesday, noon.....Bettendorf-Fortune Garden
 Wednesday, 5 pm.....Mini Meet-Lunardi’s
 Thursday, 7 am.....IA Quad Cities-The Lodge
 Thursday, noon.....East Moline-Christ United Methodist Church
 Thursday, noon.....Milan-Milan Community Center
 Friday, noon.....North Scott-Steeplegate Inn

This week's featured speaker was introduced by President-Elect Nicole McWilliams:

Richard L. Bartsh, M.D., *CEO of United Healthcare of Iowa and Central Illinois*

Dr. Bartsh spoke in support of an extensive visual presentation emphasizing four major themes regarding Healthcare policy issues including costs and access.



The themes he emphasized were:

1. The cost crisis in healthcare.
2. The Quality and Ultimate Outcomes crisis.
3. We can all do something about it.
4. Sick folk ought to adapt their most careful consumer's principles to their healthcare decisions.

Dr. Bartsh asserted that 30% of healthcare spending in the USA is wasted entirely. By 'waste' generally speaking he suggested that were that money not spent there would be no effect on the outcomes those seeking healthcare would experience.

As a case in point he highlighted the increased spending on MRI exams and correlated it to the preponderance of newly installed MRI machines. He explained that in Canada and elsewhere there was a waiting list for an MRI and as such only those doctors feel can't get along without one do in fact get them. By contrast, here in the states, the preponderance of new MRI machines has decreased the cost involved in obtaining one, nevertheless the increased use doctors make of the machines overcomes the benefits of the lower cost per MRI.

He encouraged those in attendance to give the same sort of care and attention they put in to selecting which High Definition TV to purchase and from which store to choosing what healthcare steps to accept and from whom.

He said that costs have increased for a variety of reasons so there's no one solution to control cost increases. He also said patients need to ask questions such as: "Is generic available? Will that test change what you will do for me? Is Dr. Smith the best doctor for this surgery? What are his outcomes? What is the cost? He encourages patients to consult friends, colleagues, nurses and doctors whom they trust.

He said that his firm will be doing more to publicize which doctors in each branch of the medical profession in an area delivers good outcomes to patients and at the same time do so at a lower cost. The charts also will detail those who provide good outcomes at a higher cost, and those who provide poor outcomes whether expensively or inexpensively. Dr. Bartsh applauded the 'Health Savings Account' insurance plans as they cause the sick to spend their own money, hopefully carefully, up to a limit before the plan steps in.