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Subject: **Rotary Club of New Orleans Weekly Newsletter**
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Week of 7 October 2009

This Issue

Our speaker this week: 7 October 2009 - Scott S. Cowen, Tulane University

NORFI, Paul Harris Fellows, District/International News

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Rotary/Interact Feed the Hungry, Silent Auction, Spelling Bee

President's Messages

Missed A Meeting?

Fall Fundraiser - Southern Yacht Club - Angus Lind

Know a Prospective Rotarian?

Usual Meeting Location

Welcome - we meet at noon on Wednesdays at Harrah's Hotel, 2nd Floor, 228 Poydras Street

Our speaker this week: 7 October 2009 - Scott S. Cowen, Tulane University

Scott S. Cowen is Tulane University's 14th President. He also holds joint appointments as the Seymour S Goodman Memorial Professor of Business in Tulane's A.B. Freeman School of Business and Professor of Economics in the School of Liberal Arts.



Since President Cowen's arrival in 1998, Tulane University has more than quadrupled its undergraduate applications while experiencing all-time highs in student quality. In addition, Tulane has more than doubled the level of total private giving to the university and received a record level of research awards. The university has implemented a number of innovative academic and research program initiatives and significantly increased its community outreach. In recognition of Tulane's accomplishments, it was noted as one of the "Hottest Schools in America" by Newsweek magazine in 2002 and 2008, and has been nationally recognized on multiple occasions for its civic engagement programs, while also being consistently ranked in the top tier of national research universities. On March 17, 2005, President Cowen announced the public launch of "Promise and Distinction: The Campaign for Tulane." By 2008 the campaign had raised more than \$700 million, making it one of the largest university fundraising efforts in the history of Louisiana.

In August of 2005, Hurricane Katrina devastated the city of New Orleans, flooding 70 percent of Tulane's uptown campus and all the buildings of its downtown health sciences campus. The storm dispersed Tulane faculty, staff and students around the country for an entire semester. On December 8, 2005, the Board of Tulane approved President Cowen's Renewal Plan, a sweeping effort that strengthens and focuses the university's academic mission while strategically addressing its current and future operations in the post-Katrina era. Under President Cowen's leadership the campus was repaired and a remarkable 87 percent of its students returned for classes in

Quick Links

New Orleans Rotary Website

Membership Information

Rotary District 6840

Rotary International

January of 2006.

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Join our list

Join our mailing list!

In response to Katrina, New Orleans Mayor C. Ray Nagin appointed President Cowen to the city's Bring New Orleans Back Commission and charged him with leading a committee to reform and rebuild the city's failing public school system. President Cowen has devoted his days and nights to these monumental tasks and has already had impressive results. As part of this effort, Tulane chartered a K-12 school in New Orleans and created an Institute for Public Education Initiatives to support the transformation of public education in New Orleans. In addition, President Cowen has served as a commissioner of the New Orleans Redevelopment Authority, which plays a major role in the rebuilding of Orleans Parish in the aftermath of Hurricane Katrina. He is currently chairman of the Southeast Regional Airport Authority, which is charged with turning Louis Armstrong International Airport into a world-class transportation center and a significant economic development powerhouse.

President Cowen is also the co-founder of the Fleur-de-lis Ambassadors program, a group of New Orleans civic leaders dedicated to spreading the message nationwide that post-Katrina New Orleans is an economically viable, livable city with a recovery plan in progress. The Ambassadors also actively seek additional support for the recovery of New Orleans from businesses and philanthropic organizations around the country.

Prior to coming to Tulane, President Cowen was a professor-and later dean-at Case Western Reserve University in Ohio for 23 years. He is the author of four books and more than 100 academic and professional articles, essays, and reviews, as well as the recipient of several national awards/ honors, including multiple honorary degrees. Dr. Cowen's areas of scholarship and teaching focus on strategic financial management systems, corporate governance and leadership.

He has held leadership positions in national academic and professional associations, including the American Council on Education, the National Association of Independent Colleges and Universities and the NCAA. In 2003, President Cowen led an effort with his fellow university leaders to reform intercollegiate athletics and ensure that their sports programs are consistent with the values, missions and aspirations of their institutions. President Cowen also currently serves as a board member for the National Merit Scholarship Corporation and the Council of Higher Education Accreditation (CHEA).

President Cowen has consulted with dozens of companies, from start-ups to Fortune 100 companies. He is currently a board member of Newell Rubbermaid, Inc., American Greetings, JoAnn Stores and Forest City Enterprises.

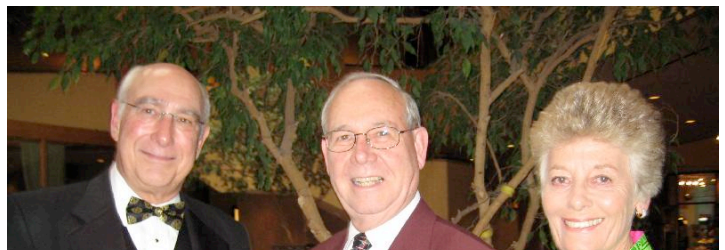
President Cowen received his bachelor's degree from the University of Connecticut in 1968. After serving a three-year term in the U.S. Army as an infantry officer from 1968-1971, he went back to school and received his masters and doctoral degrees, respectively, from The George Washington University in the fields of finance and management.

President Cowen and his wife, Marjorie, are the parents of four adult children.

NORFI, Paul Harris Fellows, District/International News

District/International News

Here is a photo from the just completed Zone Institute in Tulsa, and pictured here Tish and Dick McCarthy standing with Rotary President-



Elect Ray Klingensmith.
Ray will be our RI
President Dick's year as
District Governor and
our 2011 International
Convention here in New
Orleans.



NORFI

If you have an October birthday, why not give NORFI a gift of \$1 for every year you've been on Mother Earth. Remember, your generosity helps NORFI support numerous nonprofit organizations in our community. To paraphrase the Four-Way Test, NORFI gifts are "BENEFICIAL to all concerned and build GOODWILL"

If you haven't done so, send your birthday gift today to Charlie Young c/o NORFI; suite 2950; 400 Poydras St.; New Orleans, LA, 70130 It's not too late. If you want to save postage, give Charlie your check at this week's meeting. If you are unwilling to reveal your age, please round up to the nearest \$100.

Paul Harris Fellows

Randy Feldman reports that currently 67 of our 144 members (47%) are Paul Harris Fellows. We need just 5 more members to become Paul Harris Fellows to reach the 50% mark. Please contact Randy (rfeldman@wyes.org) about how to become a Paul Harris Fellow.

[NORFI Web Page](#)

Mark Your Calendars

(dates, times, and events subject to change)

West Jefferson Medical Center is starting its 50th anniversary off this October with a Goldie Oldies and Cruise night October 17, 2009. If you would like to volunteer to help, please call Jennifer Steel at 504-349-2051 or on her cell at 504-232-4641.



Wiggins Rotary Club
Golf Tournament
Saturday, November 14th
Pine Burr Country Club 800 Pine Burr Drive
Wiggins, Ms 39577
Format: 3 Person Scramble
Breakfast and Sign in 7:30 A.M.
Shotgun Start -9 A.M.
Lunch Will Be Provided
Entry Fee: \$65.00 per Person (\$40.00 for Club Members with Cart)
Prizes Include:
1st Place - \$300 for the Team
2nd Place - \$240 for the Team
3rd Place - \$180 for the Team
Longest Drive on Hole (#17) - White tees Only
Closest to the Pin (#3 & #8)
Hole in One (# 3) - Automobile
Hole in One (# 8) - Golf Vacation
Hole in One (#12) - Set of Irons
Hole in One (#16) - Driver
And Many More Door Prizes

Hole Sponsors - \$100.00 per Hole
All Proceeds Will Benefit Imagination Library for Children and Prescription Assistance for the Needy
Make Your Tax Deductible Donations to Wiggins Rotary Club
Register Early to Ensure Your Spot in the Tournament!
Call 601-928-4911 to Sign up

Sunday 22 November 2009 - Fundraiser - 4:00 - 7:00 pm, at Southern Yacht Club - reception and silent auction, with wine, beer, soft drinks, cocktail food and cash bar. Hear Angus Lind speak, buy autographed books, bid on auction items, eat, drink, and be merry!

Saturday 5 December 2009 - Holiday Luncheon at Commanders Palace (**cancelled - combined with Fall Party**)

Day at the Fairgrounds - Friday, 15 January 2010 - noon - New Orleans Fairgrounds (this will be our official meeting that week - so no meeting on Wednesday)

Saturday 23 or 30 January 2010 - Walk/Work in the Park - details TBD (tentative)

16 February 2009 - Mardi Gras - no meeting that week

SAVE THE DATE!

The Rotary Club of New Orleans is planning a celebration of its 100th anniversary. It will be a dinner-dance affair the evening of Saturday, February 27, 2010. Please mark your calendars. We hope you will be able to attend. Location and time TBA (no meeting Wednesday 24 February)

Wednesday, 24 March 2010 - Warren Easton Luncheon

Group Study Exchange with Argentina

Our District will participate with Argentina in a Group Study Exchange for four weeks in April - May, 2010. Through the program, teams of young professionals from Districts 6840 and 4825 will exchange visits. Team members experience the way of life, customs and vocational practices of the two districts, while sharing information about their home countries. The GSE promotes international understanding and goodwill through personal connection. While abroad, team members stay in Rotarians' homes and have the opportunity to meet their professional counterparts. They also give presentations to Rotary clubs and other groups about their home country. Rotary pays for round-trip airfare, and Rotary club members in the host countries provide meals, lodging and group travel in their district. For information see our web site or contact Sharron Newton in Slidell at snewton0959@earthlink.net or by telephone at 985.661.0718.

Rotary Derby - Wednesday 5 May 2010 - noon

Rotary/Interact Feed the Hungry, Silent Auction, Spelling Bee

FEED THE HUNGRY

Our Rotary Club's contribution - other than member participation - in the Warren Easton Interact Club's Feed the Hungry Project is to provide protein for each distribution (twice a month). We have decided to donate Red Beans, because it's easy to do. There are 144 families who receive bags, so we need at least 144 bags of red beans. It appears that Rotary members have difficulty dragging a bag of red beans to the meetings or to a drop off spot - sooo, we are asking for a couple of dollars donation from each member each week so that we have enough cash to buy the beans and deliver them to the bagging event. Look for the donation box at the meeting - or send a check (payable to cash) to Faun. Thanks!
Faun Fenderson, Attorney at Law, New Orleans, LA, (504) 525-4361 (ext 232), faun@faunfenderson.com

Fundraiser

Dear Everybody,

First, CONGRATULATIONS to Mike Bourg on what sounds like a successful, hoot of a spelling bee. Well done! I'm just sorry that I had to miss such a great event.

Now, on to the Fall Party. Last Sunday we had a a productive planning meeting here (while the Saints did their magnificent thing). Here's where we are:

Invitations are being prepared. Food is planned. PRIZES ARE NEEDED!!!! Please help us find the following bigger-ticket items for the silent auction:

Dinners for 6 at local restaurants

Overnight hotel stays at nice hotels

Event tickets - pairs or multiples for live performances - Le Chat Noir? Le Petit? Symphony? Opera? Jazz fest passes? Sugar Bowl?

Activity passes - golf for 4 (or more? Two sets of 4?)

Valuable merchandise - golf bag/club/s; jewelry; electronics (big TV? Wave radio? Phone set?)

Other, smaller things are needed too, both as auction/raffle prizes, and door prizes

I know this is the UNfun part of an event like this, and I personally am not very comfortable (or good) at asking for prizes. BUT this is very important, and all of us know more people and businesses than we realize, who are happy to make donations to help our projects. Please, please take the time and make the effort to think about and then ask people to make a donation - many of them are actually honored to be asked, and will surprise you with their generous response (at least that's what I found last year when, in desperation, I just went out two weeks before and asked).

Thank you all for your continued help and work. See you at Rotary next week!

Mary Beth

Thank you everybody, please go out there and get some great prizes!!!

Silent Auction for Fall Party

I will bring forms to Rotary for us to use in seeking donations for the silent auction at the Fall Party.

PLEASE START NOW!!! Many of the places we approached last fall said we asked too late for them to be of help - so please be thinking of all the businesses you patronize, or people you know, or prizes you think would be profitable - and when you get the forms tomorrow, don't be shy about asking. (PS - don't stay away in hopes you won't get forms, we will get them to you somehow!)

I can't believe this is ME saying this, I hate asking for things and have no contacts for this kind of thing. But last year, in something close to desperation, I simply went out with these forms and into stores etc., explained what Rotary does and wanted to use the money for, and was greatly gratified by the generous response of so many people. YOU CAN DO THIS!!! THANK YOU and see you soon. Mary Beth Arceneaux

Spelling Bee Mike, Randy, Bob, and all team sponsors and players,

Congratulations to all !

The Spelling Bee was more fun than a barrel of chimpanzees.

Mike's organization skills and efforts were stupendous. Randy's shenanigans were hilarious. Bob's judging was accurate and (mostly) equitable. Each group's scholarly performance was extraordinary.

And last but not least, the resulting pecuniary contribution to the club's feed the hungry program was commendable.

Thanks to everyone who was responsible for making it happen and for enjoying the outcome.

It was a hoot!

Henry

President's Messages

by Henry Lowentritt

Do you know "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 "Object of Rotary" is one of Rotary's Guiding Principles, which can be found at www.rotary.org/en/AboutUs/RotaryInternational/GuidingPrinciples/Pages/ridefault.aspx

We recently received this nice note from Arthur Thomas, Past President of the Rotary Club of Antigua

Dear Rotarian Mary Beth,

Please forgive my belated response. I got your email while on vacation and meant to reply but did not get a chance to. Let me say on behalf of President Cordell Josiah, the Rotary Club of Antigua and myself, heartfelt thanks for what you have done for Liverson. Words can hardly describe our gratitude. As fate would have it, on my return to Antigua, I met Liverson and his mother on the same flight as myself. It was nice to catch up and to observe firsthand how well Liverson had done. He seemed a happy well adjusted boy. What amazed me was that he had been through so much and yet had such a cheerful disposition and outlook. We had him and his Mom over to Rotary Lunch the next week and we made a brief presentation to the Club about his stay in New Orleans. He was quick to tell us about the good times that he had in between the times of his severe illness. He said that he was glad to be back home although he missed you terribly. He really warmed the room and we all left that meeting feeling proud to be Rotarians. I will report as well that Lucillia's job was secure and that she had since her return started to work. She too has readjusted. Liverson is now a student at the Antigua Grammar School (I am an alumnus and the President of the PTA there. I also have two sons that attend that school). It's a good and prestigious school and the oldest on the island (125Years). He was admitted on the strength his grades from Primary School and on the strength of the work he did in New Orleans. We expect him to do well and I will keep an eye

out for him.

To your president Henry Lowentritt and your club and to you I salute and thank you for extending the hand of friendship so far across the ocean. If you are ever on our shores please do not hesitate to contact our club as we would be happy to extend our gratitude to you in person.

Yours In Rotary,

IPP Arthur

Subject: Liverson progress report
Past President Arthur Thomas
The Rotary Club of Antigua

Dear Arthur,

Thank you for your thorough report on Liverson and Lucillia. We are happy to hear that they are doing so well and adjusting to life at home. We have worried that Lucillia's year away from her job and family would have serious consequences for the family's future. It is a relief to us that her position is secure.

Of course we are happy to learn of Liverson's admission to a good school and that he continues his adjustment to normal life. He is a delightful young man whom we have grown to love. We have all been inspired by his spirit, good humor, and intellectual curiosity, while enduring a serious medical prognosis, a strange relocation for an uncertain time, and his courage during lengthy medical treatments. We are grateful to have had the opportunity to know him and his mother.

Mary Beth Arceneaux and her husband Fern Dionne, and Susan Simon and her husband Barry, as well as others of the Rotary Club of New Orleans have also inspired us by their care, devotion, and affection for Liverson. Mary Beth, Fern, Susan, and Barry took charge and absorbed Liverson and Lucillia into their own lives as though they were family -- and this while their own families were experiencing sadness and worry. I have never witnessed clearer examples of humanitarian concern and Service Above Self. We are proud to have them as friends and true Rotarians of our club.

Please do continue to keep an eye on Liverson and Lucillia, and to keep us informed about their progress. We miss them.

Yours in Rotary Service,
Henry Lowentritt, President

CENTENNIAL MINUTE

During this, our Centennial Year, each week we spend a minute to review the long and distinguished history of our club.

1932-1933 Annual dues were reduced from \$100 to \$84 because of the Depression. For lunch, sandwiches and coffee was served, with the \$16 differential donated to the Community Chest.

1933-1934 A representative of the club was appointed to the Mid-Winter Sports Carnival board.

1934-1935 The club held its Silver Anniversary Luncheon.

Rotary Four-Way Test

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The Four-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy. Adopted by Rotary in 1943, The Four-Way Test has been translated into more than a hundred languages and published in thousands of ways.

It asks the following four questions:
"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?"

Missed A Meeting?

Make Up By Attending Another Club In The Area

Monday

New Orleans International Airport, LA Noon, Treasure Chest Casino Buffet;
Westwego, LA Noon, The Four Columns Restaurant, Harvey;
Carrollton, LA Noon, Pontchartrain Point Restaurant; 8536 Pontchartrain Blvd., New Orleans

Tuesday

Covington, LA Noon, Greater Covington Center
Westbank/Gretna, LA 12:15pm, Gretna United Methodist Church
La Place, LA Noon, Bull's Corner Restaurant

Wednesday

Algiers, LA 7:30 am, The Villas at Woldenberg
New Orleans 12:00pm; Harrah's Hotel of New Orleans, 2d Floor, 228 Poydras Street

Thursday

Metairie Sunrise 7:00 a.m., Landmark Hotel, Metairie, LA
Northlake-Mandeville Rotary Club 12:00 PM, Beau Chene Country Club, 602 North Beau Chene Drive, Mandeville, LA 70471;
Metairie, LA 12:15pm, Metairie CC;
Kenner, LA 12:15pm, Johnny Trauth's Seafood Bistro

Friday

Slidell, LA 12:10pm, Pinewood Country Club
Harahan, LA 12:15pm, Colonial Country Club

Fall Fundraiser - Southern Yacht Club - Angus Lind

Sunday 22 November 2009, 4:00 - 7:00 pm

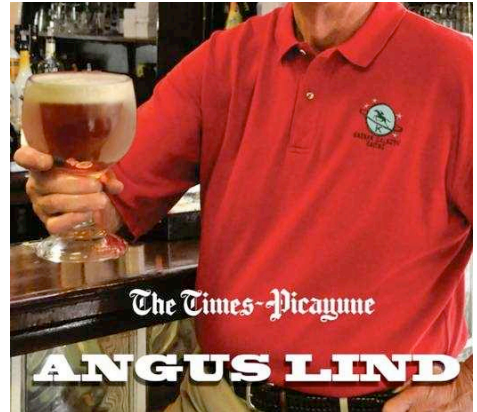
Sunday 22 November 2009 - Fundraiser - 4:00 - 7:00 pm, at Southern Yacht Club - reception and silent auction, with wine, beer, soft drinks, cocktail food and cash bar. Hear Angus Lind speak, buy autographed books, bid on auction items, eat, drink, and be merry!

Thank you Byron

Many thanks to Byron Harrell for editing the Bolo for



*the past two years I already miss his hard work
With every passing week I miss it more Seth
Nehrbass, current Bolo editor*



Know a Prospective Rotarian?

Applications Available//New Member Notices

If you know someone who should be a Rotarian, invite them to lunch! Applications are available on our website and from President Henry, Kevin Laborde, or Cindy Markham.

In accordance with the Articles & Bylaws of the Club, the following announcement will be posted in the Bolo for two weeks during which time you may inquire into the nomination and register any new information you deem advisable with the Club President. President Henry Lowentritt is available to answer any questions you may have.

There are no current applicants - please suggest new members.



[Download New Member Applications](#)

Usual Meeting Location

We usually meet at 12:00pm at Harrah's Hotel of New Orleans, 2d Floor, 228 Poydras Street, New Orleans, LA 70130, (504) 533-6000

[Meeting information and directions](#)

Last Week's Speaker:

30 September 2009 - Jim McNamara, Transformation to a 21st Century Economy: Education, Innovation and Collaboration

This Week's Speaker:

7 October 2009 - Scott Cowen, Tulane University;

Upcoming Speakers: (subject to change):

14 October 2009 - Craig P. Taffaro, Jr., President of St. Bernard Parish, Recovery since Katrina;
21 October 2009 - Steve Rueb, Dorsey & Co., The economy and the stock market;
28 October 2009 - Louisiana Secretary of State Dardenne;

4 November 2009 - Romy Gonzalez, New Orleans: Port of Entry to Cuba?

11 November 2009 - John Casbon, National Crisis Taking Place in Commercial Properties.

18 November 2009 - Doctors for Charity Hospital

25 November 2009 - No meeting - Thanksgiving Week

2 December 2009 - "Bob" Robert Brown, managing Director, Business Council, New Orleans - Update: Business Council New Orleans & River Region

9 December 2009 - David Walker, latest developments at the FBI

16 December 2009 - Jim Letton -law enforcement at the federal level

23 December 2009 - no meeting

30 December 2009 - no meeting

6 January 2010 - Allison DeJong, Executive Assistant, Second Harvesters

13 January 2010 - Mtumishi St. Julien, Housing & the NOLA recovery post Katrina

Deadline for Bolo Publication Article Submissions: Friday 5:00 p.m.

Please include as the subject of your e-mail message the date of the newsletter in which you would like your article to appear. This will greatly increase the chance of your article appearing in the proper issue. Please also include your article or announcement in electronic form so it can be copied into the newsletter. Thank you.
Bolo Editor (Seth M. Nehrbass)

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