



GOLDEN NUGGETS

Of the
ROTARY CLUB OF GOLDEN, COLORADO

June 19, 2007 — Volume 21, Number 25

CALENDAR OF EVENTS

Today, June 19 – William Allen, Regional Director and Robert Treat of Denver TSA, will visit to describe the Transportation Security Administration operations at DIA.

June 26 – Club Assembly.

July 3 – Preston Gibson of the Jeffco Economic Council will fill us in on the Council and its activities and efforts to further the economic development of the West Metro area.

July 10 – TBA

July 12 – Board of Directors meeting, 7:30 am. President Elect Colleen is firming up the details on where we'll be meeting and the particulars. We'll have the information shortly and will advise. All members of the club are welcome to join the group.

July 17 – **DARK DAY** because we'll have our annual Celebration banquet the following Friday evening.

July 20 - The **Annual Golden Rotary Celebration Banquet** will be held on **Friday, July 20, 2007**, beginning at 6:00 pm., at Mt. Vernon Country Club in Golden. See the stories in the Nuggets for the details.

July 24 – Tom and Priscilla Glasco who live in Ft. Morgan will tell us about his poetry that is inspired by their travels and encounters and which he shares with both children and adults.

Planning further into the future, these events are worthy of your calendar. The annual **Golden Buffalo Bill Days Celebration** will take place on the weekend of July 27-29, 2007, with the Parade event, in which Golden Rotary usually participates, occurring on **Saturday, July 28th**. The delivery day for our annual **Peach Sale** event will be **Saturday, August 18, 2007**.

CELEBRATION EVENT SET FOR JULY 20TH

President **Bob Short** has announced that Golden Rotary will hold its annual Celebration Banquet on Friday, July 20, 2007. The event will begin at 6:00 pm.

In contrast to recent years, the event will take place at Mt. Vernon Country Club on Lookout Mountain in Golden. More detailed instructions on how to get to Mt. Vernon will be available as the event draws near. Contrary to periodic rumors around town it is possible to get to Mt. Vernon CC from here, though if you are not familiar with the route it can be a bit daunting. So the Nuggets will provide such enlightenment at the appropriate time.

This annual event will recognize the accomplishments of Golden Rotary during the past year, which has been under the leadership of President **Bob Short**. The event will also include the inauguration of the administration of incoming President **Colleen Jorgensen** and her leadership team.

At the same time Golden Rotary also makes two significant awards to recognize exemplary service to the community and the club. The Service Above Self award and the Rotarian of the Year award are presented to deserving members of the Golden community and of Golden Rotary to recognize outstanding service.

Please see the article in this issue of the Nuggets for the details on submitting nominations for these awards. A list of those persons who have been honored in the past with each of these awards is included for your background and information.

Be sure you have this important event on your calendar.

GET YOUR NOMINATIONS DONE

Don't forget to consider those members of the Golden Community and Golden Rotary who might be worthy of your nomination for the two annual awards made by Golden Rotary.

As noted in a preceding issue of the Nuggets, Golden Rotary annually makes two significant awards to recognize exemplary service to the community and to the club. These awards will be presented at the annual Celebration Banquet that will be held this year on Friday, July 20, 2007.

Service Above Self Award - Golden Rotary selects a person or persons who have provided outstanding service to the citizens of the greater Golden Community for the annual "Service Above Self" Award. Individuals selected will have demonstrated the principle of Service Above Self through actions taken to better the community of Golden.

A "Service Above Self" award includes a plaque and a contribution in the amount of \$1,000 to a Golden area charity designated by the recipient.

Because this is a community service award, an invitation for nominations is being distributed widely in Golden, including through the local newspapers. However, Golden Rotarians also are encouraged to nominate deserving candidates.

Past recipients of the award are listed below.

1988	Mark Wagner
1990	Jo Ann Thistlewood
1991	Bob Short
1992	Tom Young
1993	Bob Lowry
1994	Marvin D. "Swede" Johnson
1995	Tom Plummer
1996	Dana Moran
1997	Charlene and Bill Pazar
1998	Helen and Hal Leith
1999	Harry Horblit
2000	Jo and Bob Schantz
2001	Jack Galland
2002	John Tracy
2003	Ed Dorsey
2004	Edna Miklos
2005	Dr. Robert W. Christensen
2006	Michael Coughlin

Rotarian of the Year Award – The club also honors a member who has particularly distinguished herself or himself in service to our Golden Club and to the Golden Community. We encourage you to thoughtfully consider the merits of your fellow members and take a moment to propose one -- or more -- who have earned your respect.

The qualifications for the award require only that the candidate must be an active member in good standing of the Rotary Club of Golden. In making the nomination it is important to describe the candidate's contributions to the Rotary Club of Golden and to the Golden community. It is also helpful to the selection committee to provide examples of how the person follows the 4-Way Test.

Past recipients of the award include:

1990	John Olson
1991	Dana Moran
1992	Adele Emerson
1993	Larry Fike
1994	Chuck Bera
1995	Sherman Wenger
1996	Betsy Thorpe
1997	Regina Benson
1998	Diane Kessel
1999	Sandy Algermissen
2000	Pat Madison and Family
2001	George Mamalis
2002	George Mitchell
2003	Russ Sindt
2004	Bob Short
2005	Bob Neukirchner
2006	Barb Warden

The nominations must be in writing, specifying the name, address, and affiliation of the nominee(s) and should describe the specific contributions deserving of the award. Nominations are to be submitted to President **Bob Short** for forwarding to the Awards Committee.

PEACH SALE PROGRAM GEARING UP

Late breaking news from the Western Slope of Colorado indicates that the peach crop will be a very successful one this year. Our peach supplier, Noland Farms in Palisade, Colorado, has reported to **Bob Short** that the crop is an

excellent one, despite some early worries about the weather in the spring.

The delivery of these juicy and succulent peaches to Golden Rotary customers will take place on **Saturday, August 18th**. We will be using the same delivery point as in previous years, at the Jeffco Fairgrounds, near Sixth Avenue and Indiana Streets in Golden.

We do have a bit of a challenge with which we must deal in the upcoming event. In the 2006 event Golden Rotary absorbed a cost increase of \$ 4.00 per case that was levied by Noland Farms. It was expected that we could sell enough cases, keeping the price at the same level, \$ 30.00 per case, to minimize the loss in net revenue. Alas, that was not to be and the club sales turned out to be about the same as the previous year. The result was a loss in net revenue to the club of about \$ 8,000. That was almost 50% of the total revenue in the previous year, and was a significant hit to the club's funds available to support our charitable giving efforts.

For the current year Noland has also increased our cost by an additional \$ 1.50 per case. The Board evaluated this issue at the most recent meeting. After considerable discussion the decision was made that we would increase the price to our customers to \$ 35.00 per case, up from \$ 30.00 over the past several years. This decision was made in the context of the input we'd gotten from a number of buyers that the peaches supplied by Golden Rotary were still an excellent value, even at the higher price. This price would not adversely effect their decision to purchase from us.

Promotion on the sale will be forthcoming shortly. In the meantime, think of those persons you know who may not have taken advantage of these outstanding peaches in the past. That way you will be able to make sure they receive an information sheet and order form as soon as these forms are available.

Remember that this peach sale is a major fund raising event that provides funds for the charitable programs we conduct here in the Golden community as well as around the world. So make sure that all your friends, neighbors and business associates are aware of the program. It's a great value and the revenue also supports many of our worthwhile charitable programs.

The Nuggets will keep you informed of developments.

A SUCCESSFULL ETHICS IN BUSINESS EVENT COMPLETED

A packed house attended the 2nd Annual Golden Ethics in Business Awards luncheon on **Friday, May 18, 2007**. The crowd of over 350 Golden area business and professional people joined Golden Rotarians in this event that was held at the Marriott Denver West Hotel in Golden.

The Greater Golden Chamber of Commerce and the West Chamber joined Golden Rotary as co-hosts for the event.

The event recognized thirteen for profit companies and five non-profit organizations. The eighteen organizations were nominated by members of the local community. One organization from each category was selected to receive the Award. These awards are based on one of the fundamental objectives of Rotary International, that Rotary will "promote high ethical standards in business and the professions."

Judging Criteria – As was true for the inaugural event, the sponsors called upon **Dr. Laura Pang** and **Sandy Woodson**, who are members of the faculty of the Liberal Arts and International Studies Division at Colorado School of Mines, to assist in the definition of criteria and in the judging of the nominees. A number of students in an ethics class at CSM participated in judging nominations for the Awards. The basic criterion is that the organization "maintains an ethical standard with integrity and conviction, as demonstrated by the treatment of employees, customers, the community and the environment."

Each nominee was judged on its employee relations, community involvement, customer service and environmental record. In addition, the non-profit organizations were evaluated on their use of contributions, the scope of services and related considerations.

Celebrating Cowboy Ethics – The Awards event also recognized Cowboy Ethics. James P. Owen enumerated this Code of the West in his recent book that challenges business managers to live up to the standards that are summarized in the following rules.

- Live Each Day with Courage
- Take Pride in your Work
- Always Finish What You Start
- Do What Has to be Done
- Be Tough, But Fair
- When You Make a Promise, Keep It
- Ride for the Brand
- Talk Less and Say More
- Remember That Some Things Aren't for Sale
- Know Where to Draw the Line

Nominated Firms – The for-profit organizations nominated by members of the Metro community for consideration for these Awards were:

- Applewood Plumbing, Heating & Electric – Denver
- Continuum Partners, LLC – Denver
- Coors Brewing Co. – Golden
- Denver West Realty, Inc. - Lakewood
- First Bank – Lakewood
- Furniture Medic – Golden
- Golden Auto Clinic, Inc – Golden
- Golden Bowl – Golden
- Dr. Thomas H. Pott, DDS – Lakewood
- RE/MAX Alliance – Golden
- Sandra R. Coulson & Associates – Denver
- Table Mountain Vision Clinic, PC – Golden
- Timothy J. Wachuta, DDS – Golden

The nonprofit organizations nominated for consideration included:

- CASA of Jefferson and Gilpin Counties – Golden
- Developmental Disabilities Resource Center – Lakewood
- Golden Library – Golden
- Jefferson Symphony Association – Golden
- Young American's Center for Financial Education - Denver

Awardee Organizations – For Profit Firm – Applewood Plumbing, Heating & Electric was represented by **John Ward**, the owner. For nearly 35 years the firm has adhered to a high standard of business ethics. So much so, in fact, that they have a printed Code of Ethics that drives the company's business practices. These standards are reflected in hiring practices, customer service and business development each

and every day. The very premise led to the company's trademarked philosophy – "Better. Cleaner. Faster."

Since its earliest beginnings, Applewood has set a standard of ethical integrity from the top down. The owner, John Ward, is not only the driver behind this business philosophy, but also the role model from the more than 40 technicians in the company. A stringent hiring protocol ensures that only the best technicians are on the job and that customers are top priority in every situation. This level of scrutiny means that Applewood's depth of knowledge and professionalism is unmatched by any other service company in the Metro area. While all of Applewood's plumbers are state licensed journeymen plumbers, 67 % of Applewood's plumbers hold a state master plumber license.

Over the years, Applewood has achieved a spotless record with the Better Business Bureau, received the Nexstar Select Service rating and has been rated one of the nation's top 10 service companies by their customers. Applewood is continually looking for ways to further its knowledge, to expand its customer service and to provide greater community service.

Non-profit Organization – The Developmental Disabilities Resource Center (DDRC),

represented by **Ron Marquez**, was recognized for this award. The organization was proposed for recognition by a man whose son was served by DDRC for many years. He felt they should be recognized for all they have done in its 43 years of service and for having been a responsible, effective member of the community. The organization has led the way by continually modeling high ethical standards, promoting self improvement and effectively responding to the needs of the community.

The mission of DDRC is to provide leading-edge services that create opportunities for people with development disabilities and their families to participate fully in the community. Quality, Dignity and Choice are the DDRC values.

DDRC's CEO Dr. **Art Hogling** teaches ethics at the university graduate level. He serves on the Denver County Bioethics Committee. In addition to having received a number of awards, he wrote the Colorado Department of Human Services human rights manual. Under his guidance DDRC created the first and longest

operating human rights (ethics) committee in Colorado. The Board of Directors is a volunteer group, the majority of whom are parents of clients of DDRC. It takes its job seriously and monitors services, reviews the budget performance and makes final decisions on the budget and policy for staff implementation.

Each of the two awardee organizations made informative power point presentations which highlighted the various aspects of their operations and activities.

Program - The Keynote Speaker was **Daniel L. Ritchie**, chairman and CEO of the Denver Center for the Performing Arts, and former Chancellor of the University of Denver where he served for 16 years. Mr. Ritchie had previously served as an executive with such firms as Westinghouse and MCA, Inc. Mr. Ritchie has received the prestigious Citizen of the West Award, given by the National Western Stock Show to an individual who exemplifies the spirit and determination of the Western pioneer. He has also received the Ethical Leadership Award from the University of Denver.

We were also very fortunate to have **Ed Greene** of KCNC Channel 4 News, an old friend to Golden, serve as Master of Ceremonies for the event. Ed is one of the most recognizable and involved TV personalities in the community. He also donates his time to emcee 60 to 70 events a year for local non-profit organizations.

Great Support Received – The event would not have been possible except for the great support provided by a number of organizations that were sponsors of the event. **US Bank** of Golden led the way as the Platinum Sponsor. Gold sponsors for the event included **Dru Short, State Farm Insurance, and Golden Software.** **Veldkamp's Flowers and Gifts** provided the floral centerpieces for the luncheon tables. Bronze sponsors included **Jim Smith of RE/Max Alliance, Mile High Newspapers, Jefferson County Schools, Enstrom's Toffee, Knox Galleries, Guaranty Bank and Trust, Ann Koh, First Bank, Veldkamp 1-800 Flowers, the Golden Civic Foundation** and the **Marriott Denver West Hotel.** All of these organizations provided invaluable support as sponsors of the event.

Why Thomas Jefferson? – The Ethics in Business trophy presented to each of the two

awardee organizations is a bronze miniature of **Thomas Jefferson.** In addition to his extensive public service in the founding of our republic, Jefferson was also a businessman. In each of these two roles he adhered to a principle of high integrity. His declaration on this issue was, "I have but one system of ethics for men and for nations. To be grateful, to be faithful to all engagements and under all circumstances, to be open and generous, promoting in the long run even the interest of both, and I am sure it promotes their happiness." This approach is remarkably similar to the Rotary 4 Way Test and the Cowboy Code of Ethics.

The Golden Rotary Team – A number of members of Golden Rotary were directly involved in making the event such a resounding success. The Ethics in Business Awards Committee included the following club members; **Bob Short, Chairman, Eileen Schurmann, Zonia Bowers, Frank Darrow, Tom Hughes, Jim Halderman, Les Jones, Pat Madison, Jim Malone, Dana Moran, Judy Orr, and Herb Rubenstein.**

The following volunteers were involved on the day of the event in ensuring that everything went smoothly. They were **Sandy Algermissen, Sam Allen, Don Bleyle, Matjaz Bren, Zonia Bowers, Frank Darrow, Jim Halderman, Peggy Halderman, Mo Lukens, Colleen Jorgensen, Ken Kranz, Jan Malone, Jim Malone, George Mitchell, Bob Short, Eileen Schurmann, Warren Spaulding, Judy Orr, and Barb Warden.**

A special thanks is also due to the Marriott Hotel team for their in making sure that the facility arrangements operated very smoothly. The hotel food service operation and its serving team did an outstanding job in providing an excellent meal and very efficient service.

A VERY SUCCESSFUL GOLF TOURNAMENT

The Golden Rotary 6TH Annual International Classic Golf Tournament took place, as scheduled, on Friday, June 1ST, 2007. The tournament proved to be an outstanding event. Thanks to the outstanding efforts of our own Rev. **Don Bleyle** in his intercessions with the weather gods we had a very pleasant and warm day for the event. Held for a fourth year at the

Fossil Trace Golf Club in Golden, the event was a big success. Fossil Trace demonstrated again why it has received recognition as one of the country's best new public courses.

Final results are being tabulated as the Nuggets goes to press, and it appears we had a turnout of about 86 golfers. The financial results appear to have been very good but some additional work is required to finalize the results. Included in the total will be the results of the silent auction. We expect to have more detail on the final results in an upcoming issue of the Nuggets.

Outstanding Support – The tournament received excellent support from many businesses and individuals in the West Denver Area. Contributors included Gold Sponsors, a Hole in One sponsor, a number of hole sponsors and many donors of items for the silent auction. The number of supporters was so extensive that we plan to recognize them in the next issue of the Nuggets. It is no exaggeration to point out that the event could not have been held or could not have been as successful as it was without the enthusiastic support of the local community.

Golf Results – The pleasant day provided an excellent venue for some good results on the course.

The prize for a Hole in One on the 230 yard Hole # 14 was a new Buick automobile, also provided by GO Pontiac-Buick-GMC dealers, which sat near the tee at the hole, perhaps as an added inducement for accurate placement. The Hole Monitors, who included **Jamie Sheridan, Bob Arnold** and **Mike Bestor**, reported that some shots came within range but none close enough to qualify.

On hole # 16 that qualified golfers to participate in the \$ 100,000 shoot out, shots ranged from 6 to 20 feet from the pin for those four golfers closest to the pin and thus qualified for the shoot out on hole # 18. Unfortunately the final four shots from the fairway were sprayed all over the area and didn't seriously challenge the purse.

The balance of the golf results will be published in the next issue of the Nuggets after the details are firmed up.

Enjoyable Auction, Dinner and Program – The golf event was followed by an opportunity to enjoy some libations from the bar at Fossil

Trace, to peruse the plethora of auction items available for bidding and to have an excellent dinner in the Fossil Trace dining room. The dinner was provided by the Fossil Trace catering service, and proved to an excellent repast. A program involving the drawing for and presentation of a number of door prizes followed the meal. These included a golf bag autographed by a golfer named Tiger Woods who is reputed to be fairly accomplished at the game. Perhaps his skill will rub off on the winner of the drawing. Rotarian **Sam Allen** served as MC for the program with fellow Rotarian, **George Mitchell** in charge of presenting the prizes to the various recipients. That portion of the event went reasonably well except that Mr. Mitchell continued, in his beer induced haze, to refer to Mr. Allen as that noted Revolutionary War rabble rouser and famous brewer, **Sam Adams**. No offense meant, Sam.

Energetic Volunteers - A number of Rotarians and spouses were actively involved in helping to conduct the various aspects of the tournament, such as registration, hole monitoring and auction arrangements. Lead by co-chairs **Tom Hughes** and **Jamie Sheridan**, they included **Sandy Algermissen, Bob Arnold, Mike Bestor, Don Bleyle, Matjaz Bren, Sherin Buhler, Jim and Peggy Halderman, Linda Hughes, Colleen Jorgensen, Ann Koh, Mo Lukens, Jim and Jan Malone, Mac McMichael, George and Sue Mitchell, Dana and Shirley Moran, Judy Orr, Alex Scott, Julie Sheridan, Warren Spaulding, Betsy Thorpe, Barb Warden and Jan Zehr**.

The tournament committee included Co-Chairs **Tom Hughes** and **Jamie Sheridan**, as well as members **Sandy Algermissen, Larry Hall, Jim Malone, George Mitchell, Dana Moran, Floyd Sasa, Eileen Schurmann, Bob Short, Russ Sindt, Tom Spicer**, and needless to say, all the members of Golden Rotary.

Programs and Projects Supported – Not to be lost in the excitement and good times surrounding the tournament is the reason we put all of this effort into this and other fund raising programs. Golden Rotary and RI International have as an overarching objective, Service Above Self. There are many efforts involved in this, but just to name a few that are of value to both the Golden Community and the larger world community are such programs as college scholarships to Golden High School students, support of the Christian Action Guild and the

Canyon Gate Apartments seniors in Golden, and the Colorado Shares program for needy families in the Golden area. On the international stage Golden Rotary has undertaken a hearing aid project for poor children in Pisco, Peru, a hydroponic greenhouse project for an agricultural college in Thailand, and the significant Polio Plus program, lead by Rotary International, to eradicate polio from the planet. All of these and the many other projects are helping to make the world a better place in the future.

NEWS ITEMS

GOLF TOURNEY COMPLETED – This issue of the Nuggets includes quite a lot of the report on the recently completed golf tourney. However, the competition results are still being organized and will be in the next issue.

ATTENDANCE MUCH IMPROVED – The Nuggets has reported periodically on the attendance results for Golden Rotarians. The results for May 2007 proved to be outstanding, and among the best in District 5450. For the recently completed month of May attendance was a sparkling 89%, which ranks Golden among the top few clubs in the District. Way to go gang.

BOARD ELECTED – As noted in the June 5th issue of the Nuggets the club election took place during our regular meeting on June 5th. As expected the slate that was published in that issue was duly elected with great fanfare and jubilation. Incoming President **Colleen Jorgensen** and her team will take office officially on July 1, 2007.

NEW SGT. AT ARMS - No sooner than being elected as a member of the 2007-2008 leadership team, Sgt at Arms **Harry Cuddie** found that the press of his professional commitments required that he resign from Golden Rotary. He will be replaced on the team by **Kevin Nichols**, a recently inducted member. Kevin has dived right into the fray and has been handling the position during the past couple of weeks. Thanks Harry for all your service, and welcome Kevin.

A SUCCESSFUL AUCTION – An important component of the golf tournament was the silent auction that took place immediately after the golfers came off the course and during cocktails

and dinner. An extensive and interesting collection of many different items was available for inspection and bidding.

The auction area was very well laid out and organized by **Sandy Algermissen** and her energetic team of volunteers. Sandy extends her thanks to all who did so much to make it a successful event. More details on the contributors and total results will be, your editarian hopes, in the next issue of the Nuggets.

CRUTCHES 4 AFRICA – Don't forget the program recently introduced to us by Dana Moran. You can bring any used (or unused for that matter) crutches and/or canes that you may have recovered from using (as has your Editarian). If these are now languishing in a closet, the attic or in that dusty basement corner, Dana will be happy to get them to Mountain Foothills Rotary club. That club, located at Mt. Vernon CC is conducting the program for this area. If you have questions call Dana at (303) 526-1895.

SARTORIAL ELEGANCE? – If you don't quite measure up and don't have one of those elegant Golden Rotary polo shirts, or yours is ragged and threadbare from incessant wearing, now is your chance. Our club couturier, **Dana Moran**, reports to having a few of these handsome items of apparel still available for discerning buyers. They are priced to move quickly so don't delay. As an aside, your editarian also ponders why polo shirts are used for playing golf and not polo. Is that similar to the confusion about why we park on driveways and drive on parkways?

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