



Rotary Messenger

Rotary Club of Eau Claire

Editor: Jerry Reinecke

December 7, 2009

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Visiting Rotarians

- Pat Brault – LaCrosse Club
- Ron Phluger – Bentonville/Bella Vista Club

Guests

- Youth Rotar School Reps:
 - Jeff Pepowski (Altoona)
 - Jane Corning (Memorial)
 - Justine Hildebrandt (North)
- Claire Roder – guest of Jerry Reinecke
- Darin McFadden – guest of Janine Wildenberg
- Michael Happe – guest of Janine Wildenberg
- Steve Driever – guest of Jacqe Lahn
- Karl Schwartz – guest of Visiting Rotarian Pat Brault
- Kristina Skornikova (Rotary Exchange Student from Slovakia)

Leaves of Absence

- Robin Shih (10/1/2009 – 12/31/2009)
- Steve Smith (10/1/2009 – 12/31/2009)

Telecommunications Industry Update by Scott VanderSanden, President of AT&T Wisconsin

(Thanks to Mike Ehr for providing this Program Summary)

Scott VanderSanden, president of AT&T Wisconsin, presented an update on the telecom industry. His comments centered on the changes in the industry particularly the move towards a wireless and mobile product set, which is aligned with customer demand. Customers have adopted a mobile life style using the cell phone for voice services and are now transitioning their data services to the same device. Mobile data has seen explosive growth and a new transition is occurring in this area. The wireless market is intensely competitive and consumers have many (630) different devices to connect to the network. Competition has driven usage up dramatically as prices per minute of use have dropped.



Scott VanderSanden
President of AT&T Wisconsin

While the wireline side of the business continues to shrink, the wireless side of the business has seen significant growth. AT&T Wisconsin's investment to grow the network between 2006 and 2008 was one billion dollars. This investment locally saw the addition of 14 cellular sites around the area to improve coverage for the cellular network, plus additional fiber optic deployment throughout the area to support business and the increased volume of data on the wireless network.

Broadband technology has an empowering impact on many different areas. The impacts can be seen in the video conference experience through the newest forms called telepresence. Other areas impacted by this technology are education, telemedicine and changes in the management of the power grid. There has also been significant growth in the broadband/IT job sector. A number of other statistics were provided on the impact of AT&T in the state including employment, taxes paid, economic development support and philanthropic involvement in the communities served.

New Members Approved by Board

At the December 8 meeting, the Board of Directors approved **Steve Driever** and **Darin McFadden** as our Club's newest members. Steve was an active member of our Club for 16 years before moving out of the area in

- John DeRosa
(10/25/2009 – 1/9/2010)
- Kris Becker
(10/13/2009 – 4/13/2010)
- Ron Dulitz
(11/22/2009 – 5/10/2010)
- Dan Donnellan
(12/01/2009 – 01/31/2010)

The 4-Way Test

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?

Our Calendar

December 14 – Christmas Luncheon at Eau Claire Golf & Country Club (Luncheon starts at 11:30)

December 21 – No Meeting – Merry Christmas

December 28 – No Meeting – Happy New Year

Officers/Board of Directors for the 2009-10 Rotary Year

President – Jacqe Lahn
 President-Elect – Jon Niebergall
 Vice President – Sara Antonson
 Secretary – Mary Knight
 Exec Sec / Treas – Jerry Reinecke
 Past President – Don Huebscher
 Avenues of Service:
 Club – Angela Hite
 Community – Bob Schmidt
 International – Mark Morse
 Vocational – Marcia Van Beek

Contact Us

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2006. He recently returned to Eau Claire and is now a Financial Consultant at Wells Fargo Investments. Darin is the Chief Operating Officer at Group Health Cooperative of Eau Claire.

Steve and Darin will be formally inducted into our Club at an upcoming meeting. Please be sure to introduce yourself to Steve and Darin and welcome them to Rotary.

Thank you Julie

At our Monday meetings, the first one to arrive and the last one to leave is our Sweetwaters server, **Julie Nelson**. Each week, Julie is there to greet us with a smile and provide us with excellent service and a delicious buffet luncheon.

Julie loves to ski and snowboard, so the arrival of this week's foot of snow helped put the smile on her face.

Thank you Julie and Merry Christmas.



Youth Rotars Honored December 7

The December Youth Rotars, as selected by their respective schools on the basis of academics and school/community activities, are pictured below. We congratulate them and wish them well.



From left: **David Schulz** (Memorial), **Mariah Mousel** (North), **Jackie Kapla** (Regis), **Marcus Liddell** (North), **Zach Smith** (Memorial), and **Lindsey Sletner** (Altoona)