

# The Bulletin

The Kiwanis Club of Columbus



"Kiwanis is a global organization of volunteers dedicated to changing the world - one child and one community at a time."

**"Where serving the Children of the World is our Mission & Passion"**

Noon to 1 p.m. luncheon meeting at The Athletic Club of Columbus, 136 East Broad Street, Columbus, OH 43215

May 9, 2011



## David Coho Algaeventure Systems



David Coho oversees global sales and marketing for Algaeventure Systems and leads commercialization efforts for its technologies. Mr. Coho played a key role in the development of the ARPA-E proposal. He also serves as the ARPA-E Project Director of Commercialization. Along with business development responsibilities, he leads sales, marketing, product and business development, sales channel development, global customer relationships and market research.

Algaeventure Systems (AVS) was founded in 2008 with a mission to take the cost barriers out of growing and processing algae, and in the process discovered a technology that will revolutionize dewatering and other solid-liquid separations. AVS has developed and demonstrated an innovative technology for separating suspended algae out of solution, which is universally understood as the most significant barrier in algae's viability as an energy solution. Described by the ARPA-E as a "potentially transformative innovation ... of the very highest scientific and technical merit," the Solid-Liquid Separation (SLS) system (developed from the HDD platform technology) dramatically reduces energy costs of dewatering microalgae by 90 percent. Winner of a highly competitive \$5.9 million merit award from ARPA-E, the SLS radically improves the economics of algae-based biofuel production, and removes a major barrier to large-scale commercialization of this renewable alternative fuel source.

The AVS story began in 2004, when Univenture (AVS's founding company) started exploring the concept of producing products made from bioplastics. After intensive research into terrestrial plants including corn, soy and palm, it was revealed that only algae held the potential to sustainably produce bioplastics with the same, or better, performance characteristics than

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### Today's Meeting

**Greeters:** Past Presidents of the  
Kiwanis Club of Columbus

**Invocation:** Scott Lindsey  
Lindsey Law Firm

**Committee meetings:** Homeless, International Relations,  
Youth Opportunity, Senior Citizens, Service  
Leadership Program

**Menu:** House Salad, Parmesan Chicken, Pomodoro

**Club Business:** Trustee elections, By-law change

### This week at a Glance

**Birthdays:**

05/09 – John Garvin  
05/11 – Frank Albanese  
05/12 – Rebecca Asmo



**Monday** – 05/09 – 7:30 a.m. - Membership Committee at  
White Castle

**Tuesday** – 05/10 – 6:30 p.m. - Trustee Meeting – Buckeye  
Hall of Fame Café

**Thursday** – 05/12 – 4:00 p.m.-Boys & Girls Club tutoring

**Sunday** – 5/15 – 2 p.m. Dublin Kiwanis 50<sup>th</sup> Anniversary  
Celebration – Mary Kelley's Restaurant

## President's Corner



Let's get Strategic! The "Strategic Planning" process is complete and it was a very exciting process. The goal was to preserve our Club's past traditions and history, while positioning it to be viable and successful for the future. This was a top-to-bottom review of all Club activities and processes that included all Club members through surveys, focus groups, presentations, meetings and other activities.

The process identified five areas of importance our Club needs to focus on, to continue to be successful.

**Foundation Assets**- To build the corpus to a minimum of \$1 million in assets along with an additional \$100,000 to be used as a 'Centennial gift' during the 2016 administrative year. We will need \$325,000 within five years to achieve these goals. Getting there may require a third large fundraiser, a positive market and an aggressive approach. Our Foundation will also be debating the value of larger, more focused gifts to fewer projects, versus smaller, less focused gifts, to more projects.

**Membership**- Our Club needs to look at growth beyond the current Kiwanis International "Distinguished Club" standards of being 'plus one.' We need to set multi-year goals that build upon each other as we continue to grow.

**Public Relations**- Our Club needs to get more comfortable "bragging" about our good works, and put humility aside. The community needs to know about all of our successes. This is acceptable as a group of service volunteers, but counter intuitive as individuals that operate every day with our natural humility and good-heartedness.

**Service**- We need to increase the number of service hours provided by our Club's membership, by expanding the number of opportunities and increasing the number of members involved in service. An increase in membership will assist this effort, but we need to take a hard introspective look at ourselves to determine how much service we want to do and how much we can do, as we set measurable goals for each year.

**Operational Excellence**- Our Club should consider establishing multi-year chairmanships in the areas of membership, public relations and fundraising, in order to assure continuity and to avoid the constant stop-and-go nature of our current system. We need to call on experienced leaders to tackle these positions, so that younger members can learn and be developed. Reviewing and reorganizing our committee structure is a necessity, and bringing all of our fundraising activities back under a single "Ways and Means" committee should be considered, to help eliminate duplication and wasted effort.

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Petroleum-based plastics. However, in order for algae to be a viable resource, processing technology needed to be substantially improved. At this point, AVS was then formed as a separate entity inside Univenture to develop technologies to improve algae processing and commercialize the resulting discoveries and products.

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### A way to say thank you...

Each week before we arrive, the wait staff of the ACC works diligently to set up our meeting room with everything we need, including the projection screen, American flag, Club banners and, of course, the table settings. As we begin to arrive, they scurry quietly around the room locating those who have purchased a meal, serve us without disrupting our committee meetings and personal discussions, and diligently clear away the dirty dishes in a similar fashion. They are a major reason why our weekly meetings run so smoothly.

This Monday, again in the Fall, and at Christmas time, we will be asking our members to help us recognize our waiters by leaving a 'quarterly tip' in a specially marked envelope at the center of each table. The monies will be aggregated and presented at our final meeting of 2011 as a 'holiday bonus' to the wait staff.

So, how much should you give? Well, that's up to you. But let's do some math. If you attend all 12 meetings in a quarter and have lunch, you would be spending \$132. A typical 15 percent tip would be about \$20 while a 10 percent tip would be about \$13.

But hey, 'I don't eat lunch,' you say! Then you're only paying \$36 per quarter, and you are still benefiting from the room set-up, coffee service and so forth, so hopefully you will feel compelled to support the wait staff proportionately.

If you would prefer to write a check for this purpose, that is fine. Just make it out to "Kiwanis Club of Columbus" and place it in the envelope. We will make sure it gets included in the amount we present to the wait staff in December.

Thank you for your generosity and support. It is this type of effort that helps ensure our continued success and access to such a premier meeting space.

**A dentist and a manicurist married.  
They fought tooth and nail.**

## Historian's Corner: The Kiwanis Club of Columbus and the Ukulele

The Kiwanis Club of Columbus this year celebrates its 95th anniversary. As I have explored the early history of our Club, I have noted significant events that occurred locally and nationally in 1916, the year the Club was formed. Such events include granting to Ohio women the right to vote in presidential elections, the opening of the Athletic Club and Scioto Country Club, and the publication of "Carmen Ohio." On a more personal note, having developed in the past two years a sudden fascination with the ukulele, I have been surprised to discover that 1916 was also the year when the first ukulele craze swept this country.

The forerunner of the ukulele was a tiny Portuguese guitar called the cavaquinho (also called the braquinha or machete). On August 23, 1879, the SS Ravenscrag brought a group of Portuguese workers to the Hawaiian Islands. They brought with them at least one cavaquinho, and the instrument immediately caught on in the islands. One of the passengers on that ship, Michael Nunes, began by 1884 to make and sell what became known in Hawaii as the "ukulele." There are various theories as to the origins of the name, but it may have been derived from the "ukeke," a native two-stringed, harp-like instrument.

Although ensembles featuring ukuleles had attracted attention as early as 1906 in San Francisco and 1911 in Los Angeles, it was not until the Panama Pacific International Exposition in San Francisco in 1915 that fascination with the instrument suddenly began to spread across the mainland. Visitors could not get enough of the musical quintet led by Henry Kailimai at the Hawaiian exhibit at that exposition. The musicians were promptly hired by Henry Ford and began touring the country as the "Ford Hawai'ian Quintet." They played for company events as well as for private parties, including for the marriage of Thomas Edison's daughter. They also made several recordings at Edison's New York studios.

By 1916, there had developed a sudden, incredible demand for ukuleles and Hawaiian music. In 1916, there were published in the United States at least a dozen books of Hawaiian music and instruction on playing the ukulele (one in Cincinnati). Hawaiian and ukulele music in fact outsold every other form of music in the United States in 1916. The Victor Recording Company in 1916 sold more recordings of Hawaiian music than of any other kind of music.

By 1916, the production of ukuleles by Hawaiian makers had increased from 500 per month in the previous year to 1600 per month. In that same year, Kamaka Hawaii, Inc., still today the most prestigious maker of ukuleles, was founded. (A Kamaka sold for \$5 in 1916, but can today command \$2000.) On the mainland, the C. F. Martin guitar company produced its first ukulele, and its instruments eventually became collectors' items. In the surest sign of the instrument's popularity, Sears Roebuck and Co. in 1916 attempted to corner the market in ukuleles by acquiring Harmony Company, the first mass producer of these instruments.

There you have it: two histories inextricably linked—the Kiwanis Club of Columbus and ukulele, proudly memorialized in this 95<sup>th</sup> anniversary year by the Club's Mighty Ukulele Orchestra, which happily seeks to celebrate both.

~~~ Past President, Ron Cook

### The Six Objects of Kiwanis . . .

At the 1924 International convention, delegates adopted six objects, which have remained un-changed since then. From time to time, a member will suggest that one of the objects is no longer relevant or the wording needs updated. Each time, the delegates have soundly rejected any attempts to alter any portion of this foundational document.

Over the years, the members have been clear that they believe these principles to be timeless; not subject to change or alteration. The following are the six objects of Kiwanis "which serve as the guiding principles of our organization and offer each of us a framework within which to fulfill the obligations we have in our daily lives":

- 1- *To give primacy to the human and spiritual, rather than the material values of life;*
- 2- *To encourage the daily living of the 'Golden Rule' in all human relationships;*
- 3- *To promote the adoption and the application of higher social, business and professional standards;*
- 4- *To develop, by precept and example, a more intelligent, aggressive and serviceable citizenship;*
- 5- *To provide, through Kiwanis clubs, a practical means to form enduring friendships, to render altruistic service and to build better communities;*
- 6- *To cooperate in creating and maintaining that sound public opinion and high idealism which make possible the increase of righteousness, justice, patriotism and goodwill.*

## Words of wisdom ...

Bill Gates recently gave a speech at a High School about 11 things they did not and will not learn in school.

He talked about how feel-good, politically correct teachings created a generation of kids with no concept of reality and how this concept set them up for failure in the real world.

**Rule 1:** Life is not fair - get used to it!

**Rule 2:** The world doesn't care about your self-esteem. The world will expect you to accomplish something BEFORE you feel good about yourself.

**Rule 3:** You will NOT make \$60,000 a year right out of high school. You won't be a vice-president with a car phone until you earn both.

**Rule 4:** If you think your teacher is tough, wait 'til you get a boss.

**Rule 5:** Flipping burgers is not beneath your dignity. Your grandparents had a different word for burger flipping: They called it opportunity.

**Rule 6:** If you mess up, it's not your parents' fault, so don't whine about your mistakes, learn from them.

**Rule 7:** Before you were born, your parents weren't as boring as they are now. They got that way from paying your bills, cleaning your clothes and listening to you talk about how cool you thought you were. So before you save the rain forest from the parasites of your parent's generation, try delousing the closet in your own room.

**Rule 8:** Your school may have done away with winners and losers, but life HAS NOT. In some schools, they have abolished failing grades and they'll give you as MANY TIMES as you want to get the right answer. This doesn't bear the slightest resemblance to ANYTHING in real life.

**Rule 9:** Life is not divided into semesters. You don't get summers off and very few employers are interested in helping you FIND YOURSELF. Do that on your own time.

**Rule 10 :** Television is NOT real life. In real life people actually have to leave the coffee shop and go to jobs.

**Rule 11 :** Be nice to nerds. Chances are you'll end up working for one.

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Our next step in each of these areas is to form committees to flush out specific goals and action steps. We need both tenured and new members involved: people who can think 'out of the box' and who can look at things objectively. We need fresh ideas tempered with experience. If you would like to be involved with one or more of these areas, please let me know. Our goal is to have the action plans finalized by late summer so that implementation can begin with the new administration.

### Next week's meeting

(May 16, 2011)

**Speaker: Lonnie Thompson**

Climatologist

**Committee Meetings:** Environment & Agriculture,  
Music & Arts

**Menu:** Grilled Salmon, tomato caper relish

## Kiwanis Club of Columbus

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### CLUB OFFICERS

|                     |                  |
|---------------------|------------------|
| Tim Barhorst        | President        |
| Charlotte Collister | Past President   |
| Jamie Richardson    | President-Elect  |
| Lisa Jolley         | Vice President   |
| Nick Tomashot       | Treasurer        |
| Paul Bohlman        | Secretary/Editor |

### CLUB TRUSTEES

| 2011              | 2012           |
|-------------------|----------------|
| Paul Collinsworth | Jack D'Aurora  |
| Chad Endsley      | Lisa Jolley    |
| Jade Metcalf      | Brian Seitz    |
| Jamie Richardson  | Troy Terakedis |
| Larry Walters     | Nick Tomashot  |

## Columbus Kiwanis Foundation

P.O. Box 20334, Columbus, OH 43220-0334

### FOUNDATION OFFICERS

|                |                |
|----------------|----------------|
| S. Ronald Cook | President      |
| Alan Weiler    | Vice President |
| Jim Bechtel    | Treasurer      |
| Paul Bohlman   | Secretary      |

### FOUNDATION TRUSTEES

|                  |             |
|------------------|-------------|
| Jamie Richardson | Lisa Jolley |
| Tim Barhorst     | Fred Miller |
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