

*"Enhancing Opportunities for Youth, Creating a Better Community for all"*



# HUDSON Daybreak Rotary Club

## Rotary Speaker September 8, 2010 Dave Veenaman – Kids Day Network

Dave Veenaman presented Day Break Rotary with a new marketing concept called the Kids Day Network. Dave moved to Hudson to retire, but came out of retirement to promote this local marketing program to help small businesses compete in the internet world. Dave's background includes working for Federated Department Stores, Target, and starting several businesses on his own.

### What is Kids Day Network?

Kids Day Network is your local online sales connection to families and visitors to our community. It boosts customer loyalty and drive new sales with nearly 15,000 average monthly impressions. Many of these customers are subscribers to KDN's e-updates. Kids Day Network will donate 10% of your advertising dollars to support local schools in the Hudson community, along with additional programs that contribute 100% of revenue to local causes.

### Why use Kids Day Network?

KDN supports local business. They develop your online presence by packaging local search marketing, coupons, and display ads with the GO KIDS DAY program. We will experience the benefits of 70% of households looking on line for information about local products and services.

## ANDREW TERWILLIGERS GREETERS

SEPTEMBER 8  
John Knutson & Kevin Helmen

SEPTEMBER 15  
Burt Witthuhn & Stew Erickson

SEPTEMBER 22  
Teri Green & Dick Whitcomb

SEPTEMBER 29  
Chuck Roberts & Tom Kranz

OCTOBER 6  
Gregg Knapp & Jason Fredrickson

## INVOCATIONS

SEPTEMBER 8 – Burt Witthuhn

SEPTEMBER 15 – Greg Young

SEPTEMBER 22 – Butch Schultz

## THE FOUR-WAY TEST

- Is it the truth?
- Is it fair?
- Will it build goodwill and better friendship?
- Will it be beneficial to all concerned?

FOLLOW US ON:



Additionally, 95% of moms look for coupons on line, and online coupons use jumped 243% from last year.

What can Kids Day Network do for me?

Kids Day Network's target audience enjoys no-fee access to your customized webpage, which will include relevant links to local businesses, coupons, and events. KDN will keep your business in front of potential customers with weekly updates via all the latest Internet tools, including mobile downloads, e-updates, Facebook, and Twitter.

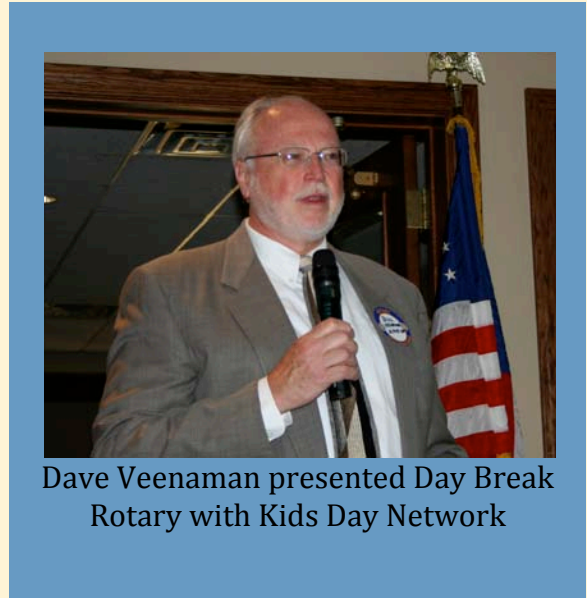
The introductory price is \$550 for a year. If you are interested in signing up or finding out more, phone 612-378-1911 / 800-877-GOKDN.

General inquires:

[advertising@kidsdaynetwork.com](mailto:advertising@kidsdaynetwork.com).

Advertising inquireies:

[clientservices@kidsdaynetwork.com](mailto:clientservices@kidsdaynetwork.com).



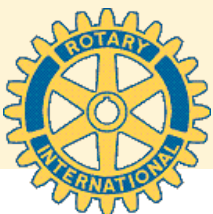
Dave Veenaman presented Day Break Rotary with Kids Day Network

### **Rotary Speaker September 15, 2010**

#### **Derrick Passe - Engineers Without Borders-Guatemala**

Our Speaker today was Derrick Passe (and Engineers Without Borders-Guatemala). We haven't seen Derrick recently because he has finished his Masters Degree in Water Resource Science. Derrick and (EWB) have been to the Hudson Rotary before presenting this program which is going to provide adequate water supply to 2500 people. The people in Simajhuleu want to see the engineers stop studying things and start putting pipe in the ground. This January, thanks to a matching Rotary District Grant and a pledge of \$3000 from the Hudson Noon Club, they are hoping to install over a mile of pipe in Guatemala and provide safe clean drinking water equally to 1/3 of the village. They are calling this project "Water for All", as they are trying to eliminate the conditions in the distribution system where some people get 50 gallons per day while others get 5 gallons. Here in Wisconsin, we use about 67 gallons per person per day.

Over half the population of the world suffers effects of bad water. Over 2 million die each year as a result of diarrhea. Engineers Without Borders partners with a host of communities and local NON government organizations. Simajhuleu's population is around 2500 about the same size as Somerset, Wisconsin. 93% of the population is indigenous. The official language is Spanish and it is located about 20 miles NW of Guatemala City.



EWB partners include:

- Long Way Home
- Association Chuwi Tinamit
- Village of Simajhuleu

Water Problems include:

- Chronic water shortage
- Social Friction from water shortage
- Sporadic water outages
- Landslides
- Age of exposed pipe

Findings of Survey taken show overall system loses about 48% of available water supply. Sector 5 loses about 61%. That's why EWB is focusing now on Sector 5.

Interim Improvements:

- 2300 meters of water main
- Installed four pressure break tanks
- Relocate existing valves away from existing home in Farmers Field.

<b>Total project cost</b>	<b>\$11,971</b>
Funds Raised:	
Hudson Rotary	\$2655
Rotary International	\$2655
Village	\$1,195
YET TO RAISE	\$5,464
Total Cost	\$11,971

### Objective

- Fifteen gallons of water per day 7 days a week, 24 hours a day.
- Develop alternate water sources, i.e. rainwater
- Plant Trees to cut down on landslides
- Develop funding sources, i.e. Textiles
- Bring people of the village and water together

This is an on going project so your support is greatly needed.

