

Rotary Club of Sugar House



District 5420 | Salt Lake City, Utah

"Light Up Rotary"

Vol. 59 NO. 8.4 CLUB 1085 SUGAR HOUSE

DIST. 5420

February 26, 2015

www.RotaryClubofSugarHouse.org

Thursday Noon - 2375 South 900 East

OPENING - 12:00 PM

Greeter	Rick Augustine
Song	My Country 'tis of Thee
Pledge / 4-Way Inspirational	Frank Medina
Thought / Prayer	Margie Waltz
Guest Introduction	TBA
Sergeant at Arms	Barry Bank

OPENING SONG

Music:	Craig Kaelin, Piano Earl Jones, Conducting
Song:	My Country 'tis of Thee

My country, 'tis of Thee,
Sweet Land of Liberty
Of thee I sing;
Land where my fathers died,
Land of the pilgrims' pride,
From every mountain side
Let freedom ring.



WELCOME SONG

Song by Wally Williams (Former Club Member)

Welcome to Sugar House Rotary,
We're mighty glad you are here
We'd like to sing you a long song
But a wrong song might appear
So sit you down and make some
friends today...Right Here!

RCSH



DEVIN D. THORPE

RIDDLE CHALLENGE

There is a common English word that is nine letters long. Each time you remove a letter from it, it still remains an English word - from nine letters right down to a single letter. What is the original word, and what are the words that it becomes after removing one letter at a time?

CALENDAR

March 5th – Falum Dafa
(Traditional Chinese Culture)
March 12th – Rio Tinto
March 19th – Lane Beattie
March 26th -
Rotary @ Sons of Utah Pioneers
3301 Louise Avenue, SLC

SUGAR HOUSE ROTARY CLUB 2014-2015

President -	Dan Sundahl
President-elect -	Don Bean
Immediate Past Pres.-	Harold Weight
Vice President -	Ken Simpson
Director -	Todd Suekawa
Director -	Kevin Jones
Director -	Larry Wright, M.D.
Sergeant at Arms	
& Chili Open Chair -	Barry Bank
Secretary -	David Baranowski
Treas./ Exec. Sec.-	Michael Tilton

ROTARIAN WISDOM

Every day offers an opportunity to deal with different people, opposite opinions, unbelievable cultures, discover new toughs, feelings, perspectives, and so on.

All together been helpful and
careful to needy people!
Service above ourself.

That's why I am so deeply rotarian!

Rubens S. Thevenard, December 2010

THE rotarian OF SUGAR HOUSE

DEVIN D. THORPE

Devin Thorpe, founder of the Your Mark on the World Center, calls himself a champion of social good. He writes about and advocates for those who are doing good. He travels extensively to share his message as a keynote speaker and trainer. As a Forbes Contributor he covers social entrepreneurship and impact investing. His books on personal finance and crowdfunding draw on his entrepreneurial finance experience as an investment banker, CFO, treasurer, and mortgage broker helping people use financial resources to do good. Previously he worked on the U.S. Senate Banking committee staff and earned an MBA at Cornell. Visit DevinThorpe.com to learn more.

2015 CALENDAR OF EVENTS

Northern District Assembly

Saturday, April 11, 2015

SLCC Miller Conference Center

9750 South 300 West, Sandy, Utah

Rotary International Convention

Saturday, June 6, 2015 to

Tuesday, June 9, 2015

Sao Paulo, BRAZIL

District Conference FIESTA

June 8-13, 2015

Puerto Penasco, Mexico

www.districtfiesta2015.com



CHALLENGE ANSWER:

The base word is Startling - starting - staring - string - sting - sing - sin - in - I.

HOW TWO BROTHERS WITH NO MONEY IN POST-WORLD WAR II GERMANY BUILT AN INTERNATIONAL GROCERY STORE EMPIRE.



Karl Albrecht and Theo Albrecht

Photo: businesspartnerr.blogspot.com

Karl and Theo Albrecht began what today are Aldi North and South, which have nearly 10,000 stores located in much of Europe, Australia and the United States.

How this happened, despite starting with no money is a fascinating story, a story which began in 1945, right after World War II ended. Karl and Theo were German soldiers who returned to their home in Essen after being released from Allied prisoners-of-war camps. Their parents owned a small grocery store, which was somehow still standing despite over 200 Allied bombings of Essen. Karl and Theo took over the store.

With Germany in ruins, and its money nearly worthless, most Germans struggled to get enough to eat, and for many, there was little or no work. There were rampant food shortages and food was rationed, as people stood in long lines each day hoping their food stamps would be honored before that day's food ran out.

Karl and Theo scrambled to obtain food, knowing many of the people in those lines had children and other family members to feed. Having no money, they had to run a no frills operation. There were no fancy displays, just food and other essential items piled high. But out of this dire situation, the brothers learned valuable lessons that led them to great success with Aldi.

By running a barebones operation, they kept their costs down, allowing them to sell at remarkably low prices to their customers. "Our only consideration when we are working out a product's price is how cheaply we can sell it," Karl once said. The Aldi name is an abbreviation of "Albrecht Discount."

Even after Germany's post war economic troubles ended, shoppers still flocked to their stores. For Karl and Theo had taken the profits from the first store and opened a second store, and as it became profitable, they opened another and another.

By 1960, they had 300 stores, and to this day, Aldi keeps opening stores. As in the past, Aldi offers relatively few items and at sharply discounted prices, turnover is quick, spoilage minimal, and labor costs are comparatively low. With nearly 10,000 stores, their wholesale purchasing power is enormous, and customers reap the benefit.

Karl, who at 94 passed away in 2014 and Theo, who at 88, passed away in 2010, were active in the business for most of their lives. Their sons now manage the business, a business with thousands of employees, as millions of customers save money in their stores every day. Aldi South's holdings include the Trader Joe's U.S. chain of 418 stores, which in itself generates over \$11 billion in annual sales.