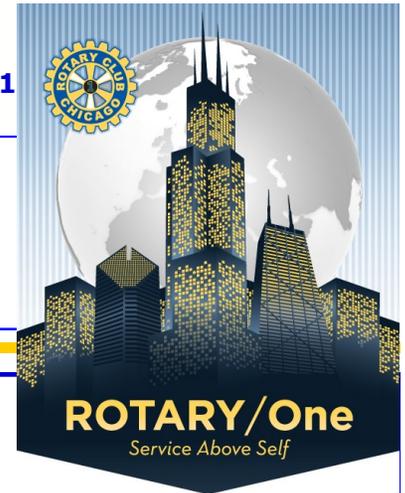


## Rotary Club of Chicago

*Making Business Leaders Community Leaders Since 1905*



### September 13 - Roberto Ramirez, Universal Purpose Group and the Jesus-Guadalupe Foundation

Roberto Ramirez is President/CEO of Universal Purpose Group, LLC (UPG) – which includes janitorial services, multifaceted concierge kiosk communications, and a Spanish Language Public Media Radio Station called “Spanish Public Radio Cosmos” - and founder of the Jesus-Guadalupe Foundation.

Born in Matamoros Tamaulipas, Mexico, the son of Jesus, the victim of a political assassination, and Guadalupe, who migrated to the United States with her nine children to avoid reprisal. Roberto left school to help support his family, working 12 to 15 hour days at several part-time jobs until 1982 when he began working full-time as a janitor for National Cleaning Company.

In 1991, with little more than \$20 to open a checking account and \$100 he borrowed from his mother, Roberto founded TIDY INTERNATIONAL, INC., a full service, janitorial and custodial company serving commercial clients in the City of Chicago and the surrounding suburbs. Becoming involved with post-construction clean-up jobs of new buildings led to additional contract work with the new tenants of those same buildings. Six years after starting his company, Roberto and TIDY INTERNATIONAL, INC. were honored with the "Chicago Hispanic Business of the Year" award presented by the Hispanic American Construction Industry Association (HACIA).



The same year, Roberto was officially granted U.S. citizenship. Soon after, he was elected to the HACIA Board of Directors.

In 1998, the July/August issue of Hispanic Business featured TIDY as one of the fastest growing Hispanic companies in the United States, with revenue in the millions. Two years later, Governor George Ryan named Roberto to the Governor's Commission on Capital Punishment, and Hispanics in Philanthropy (HIP), a national organization based in Berkeley, California, elected him to their Board of Directors.

Roberto founded the Jesus-Guadalupe Foundation in 1997. Two years later, Roberto went back to the same high school he had left many years ago and received his high school diploma. Named after his parents, the foundation has awarded more than 167 scholarships totaling over \$300,000 to successful students in more than 20 colleges and universities throughout the United States. Some of the recipients attend Benedictine University in Lisle, Ill, where Roberto serves on the Board of Trustees.

**Have you updated your Rotary Profile in the online directory lately? Please go to [www.rotaryone.org](http://www.rotaryone.org); login, select profile after login immediately below your welcome and name.**



## ROTARY/One meeting at Holy Cross on September 6th.



One of the projects of teens in the neighborhood has been to restore the pews. About half are completed to date. Father Bruce gave a history of the church and its restoration. To say the least, members of the club were in awe of the 80 foot ceiling without any visible support beams; a restored pipe organ; the domed ceiling that has gone through extensive restoration; and the many works of art, statues and sculptures.

This was one of the ROTARY AFTER HOURS meetings. Each month, on the first Tuesday, this Rotary year the club board is holding the regular meeting of the club after work instead of during the lunch hour to provide variety, new insight and experience for members.

## IN THE NEWS—Thyra Zerhusen

The Chicago Tribune, on Monday September 5th, had a wonderful article profiling ROTARY/One member Thyra.

In addition there have been articles in the past month in the Wall Street Journal America's, Smart Money Magazine and more.



August 17, 2011 Wall Street Journal Americas Profiled Thyra.

<http://online.wsj.com/article/SB10001424053111903639404576514570693552938.html>

Also, Morningstar Advisor.



Clockwise from top right: Thyra Zerhusen, David Herro, Susan Byrne, Warren Buffett. (Photograph by Mark Weiss, portrait illustrations by Keith Witmer.)

The August 13th edition of Smart Money magazine listed Thyra as one of the World's Greatest Investors.

By DYAN MACHANRESHMA KAPADIA

Thyra Zerhusen; Chief Investment Officer, Optimum Investment Advisors

Whenever Chicago's weather permits, Thyra Zerhusen bikes or skates to work. But the German-born money manager tries to avoid the streets, riding instead through the park or on sidewalks. I'm very cautious and a bit paranoid, Zerhusen admits.

Apparently, a little paranoia pays. Fixating on what can go

wrong with her portfolio has helped Zerhusen quietly trounce the market. Over the past decade, her Aston/Optimum Mid-Cap Equity fund has averaged returns of almost 9 percent a year, beating 96 percent of her peers, according to Morningstar. That's 10 percentage points better than the S&P 500 over the same period. Taking a page from the Buffett playbook, Zerhusen invests in a smaller-than-usual mix of 35 to 40 companies and sticks with them. She doesn't do the obvious thing, but that's the mark of a good investor, says David Kathman, a fund analyst at Morningstar. And her performance has helped assets in the fund soar, from \$20 million in 1999 to \$1.7 billion today. More can be read online at Smart Money....

## Club Calendar

- September 15: A Taste for Rotary, \$100 per person. A collaborative service project of the Rotary Clubs in RI District 6450 to benefit Easter Seals of Metropolitan Chicago.
- September 20: Program-Jason Palmquist, Executive Director of Hubbard Street Dance Chicago
- September 27: Program-Dr. Sheila Lyne, President of Mercy Hospital speaking on healthcare delivery in Chicago
- October 4: Rotary After Work Program-Chicago International Film Festival; 5:30 PM, ULC
- October 11: Program-Francis Cardinal George, O.M.I.
- October 18: Program-Jeffrey Korzenik, 5/3 Bank economist on the current economic outlook
- October 25: Program-David Templin, RI District 6450 Governor
- November 1: Rotary After Work Program-Dennis Chookaszian: former CEO, CNA Insurance and board member for 11 companies including the CME 5:30 PM, ULC
- November 8: Program-Veterans Day, Col. Joe Smith -
- November 15: Program-Annual Meeting, Legacy Recognition, Paul Harris Recognition
- November 22: Program-Earl Jones, Clear Channel Communications
- November 29: Program-Orly Gil, Israel Consul General -
- December 6: Rotary After Work Program-Ken Price, Palmer House; 5:30 PM, at the Palmer House
- December 13: Annual Holiday Party - no luncheon meeting; 5:30—8:00 PM, ULC
- December 20 & 27: NO MEETINGS