



# ROTARY VOTARY

The Rotary Club of West Chester, District 7450

John Kenny, International President 2009-2010

Bulletin #19 [www.WestChesterRotary.us](http://www.WestChesterRotary.us) November 5, 2009

**This Week's Program: November 5, 2009**  
**Internet Boot Camp (Part 2):**  
**Free Advertising**  
**Speaker: Paige Miller**  
**Arranged by Dave Biffen**

**Next Week's Program: November 12, 2009**  
**Vietnam Veteran's Restoration Project**  
**Speaker: Bud Bruton**  
**Arranged by Dave Biffen**

**MINUTES by Sue Casso Rogers**

**President Dave** called the meeting to order promptly at 12:30. **Steve Founds** offered the invocation reflecting on humorous bumper stickers and words of thankfulness. His conclusion was that his favorite bumper sticker reads "God bless the entire world, no exceptions."

Guests were Sue Breslin with **Sue Casso Rogers**, Christine Wildaur with **Katie Walker**, Kevin Broadhurst with **Tony Colantonio**, **Dave Biffen's** daughter Jessica, and Neal Kinch who is visiting various clubs to learn more about Rotary.

**President Dave** thanked **Bill Ronayne** for filling in for him last week. He also congratulated recent recipients of Chamber of Commerce of Greater West Chester awards: Arthur Hall Insurance received the Business of the Year Award and our own, **Mark Sammarone**, is a partner with Arthur Hall Insurance. Tim Walsh, a member of Longwood Rotary Club, received the Volunteer of the Year. And Rotarian, **Mayor Dick Yoder** received a Lifetime Achievement Award. Rotary was well represented!

Happy Bucks were given by **Bob Poole** for our guest Christine Wildaur who owns Lorgus Flower Shop. Lorgus' was originally owned by Rudy Lorgus who was a charter member of our club in 1921. Bob joined our club in 1960 and several charter members were still active in the club at that time. **Charlie Lyddane** reminded everyone to vote for **Paula Ott** on November 3rd and mentioned that by voting only for Paula, she garners more votes. **Joe Polito** had a baseball happy buck and **Michele Parent** was happy that her mom is moving to Bellingham were **Bill Gotwals** resides. **Wendy Hoffman** thanked Charlie for the reminder about **Paula Ott** and thanked **Bob Frame** for a great job at the recent Bar Association event.

**Katie Decker** reminded us of the Poinsettia Sale. Order forms are on line and available at club meetings. **President Dave** commented that

this sale is an important new fundraiser. **SELL POINTYS!!!!** Contact your friends, family and business associates to promote this sale.

**SPEAKERS REVIEW by Victoria Dow**

Today's speaker Paige Miller was introduced by **Dave Biffen**. Paige is the founder and owner of MultiPlanet Marketing. Dave noted that this presentation will be uploaded on the club website.

Paige explained that MultiPlanet Marketing specialized in in-bound marketing, seeking to help businesses drive customers in via Internet advertising. Today she gave part one of a two-part presentation on the Internet. She hoped to offer a simple structure through which we can relate any website to our personal and business lives.

A quick history of how we structured our lives, information and community wise, over the last fifty years started us off. In the 1950's and 60's life outside the home centered on the town square; we shopped in town and met people face-to-face. Moving into the 80's and 90's we saw the advent of the PC, the mall, cell phones, VCRs, the Walkman and cable TV. Today, in 2009 the Internet is Main Street, open 24/7: we shop there, get most of our news/information there, and gather there.

In her slides Paige shared some statistics: over 1.6 billion people worldwide use the Internet, Americans conducted some 13.8 billion searches in September '09, and there are over 231 million website names registered with about 6 million of those active. Obviously, the Internet has a huge impact on life today and marketing has changed to accommodate these changes.

In order to facilitate navigating all those websites Paige has created seven categories where the Internet supplements other resources: Entertainment, Communicate, Research, Storage & Processing, Shopping, Personal Contact, and Communities. Using these categories we can create a grid in which to place various websites. Paige noted that we would recognize many of the

websites in her grid as she dealt with the top sties in each category. Also, many of the websites overlap several categories. The grid will help us better understand and categorize new websites and web applications we come across.

Paige reviewed each category highlighting some of the websites and applications. Under Entertainment most are familiar with YouTube and Netflix, as well as iTunes. Hulu is fast becoming a preferred way to see network TV shows. Under Communicate, Skype offers VOI (voice over Internet) phone service while Huddle is a great place to park documents that a geographically far flung group of people can access and update always ensuring that the most current version of a document is available to every group member. The Research category contains two of the best known websites – Wikipedia and Google, an online, user created encyclopedia and the major search engine, respectively. Also listed are Google Reader for following RSS feeds from other websites as they update information (think blogs and news) and Digg which is a shared bookmarking site. Storage & Processing includes the photo storage and sharing site flickr and Google Docs for online document creation (no need to constantly update word processing and spreadsheet software). Shopping contains amazon.com as well as ebay and Craigslist for more local selling/buying. Google shows up again as a place for commercial sourcing. Social media sites like Facebook, twitter, LinkedIn and hi5 (for teens) are listed under Personal Communication. Communities includes Ning which allows users to create online groups, and various sites catering to specific hobbies where people from around the world with similar interests/hobbies can share information.

A final slide highlighted the impact on business of today’s Internet: markets are fragmenting but are all global; word-of-mouth is back through social media, and consumers are more knowledgeable.

For next time: how the sales cycle and advertising have changed, and where to find “free” advertising!

**EXCHANGE STUDENT  
Amedea Garella – Italy**

Host Parents: Dave Breen and Cyndi Skripak  
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**THANK YOU**

Copies of the Votary are provided by **Katie Walker** of the West Chester Chamber.

**SAVE THE DATE**

- Nov. 16 CPC Grant applications due
- Nov. 25 Fruit Sale Grant applications due
- Nov. 30 Pointsettia orders due

Check out the Rotary Calendar of events at <http://www.westchesterrotary.us/clubcalendar.htm>

Add events: [calendar@westchesterrotary.us](mailto:calendar@westchesterrotary.us)

**POINSETTIA SALE**



Beautiful Poinsettias at Great Prices  
Proceeds benefit the good works of the Greater West Chester Rotary Foundation and many local charities.

Select from Red, White, and Marbled blooms in a wide range of sizes.

Order on-line by November 30 for pickup between 10 Am and 2 PM, Dec 1 or 5.

**THE ROTARY CLUB BOARD of DIRECTORS**

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Gary Hess, Assistant District Governor

Robert Poole, P. D.G. '80-'81 District 7450

**HOW TO GET IN TOUCH**

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[Webmaster@WestChesterRotary.us](http://Webmaster@WestChesterRotary.us);

Committee Members: Pat Barron, Matt Bradley, Sue Casso, Victoria Dow, Elizabeth Guman, Wendy Hoffman, Charlie Lyddane, Fran Luft, Cathy Palmquist, Joe Polito, and Mark Sammarone