



# ROTARY VOTARY

The Rotary Club of West Chester, District 7450

John Kenny, International President 2009-2010

Bulletin #20 [www.WestChesterRotary.us](http://www.WestChesterRotary.us) November 12, 2009

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

**Next Week's Program: November 19, 2009**  
**Rotary Day**  
**Arranged by President Dave**

## MINUTES by Cathy Palmquist

President Dave Rayburn opened the meeting and called on Rich Kaufmann to give the invocation, an inspirational reading about the American flag.

Visiting Rotarians included John Saling, Jim Horn and Hal Green.

Sue Casso Rogers introduced her guest, Sue Breslin, and Bill Ronayne introduced Tom Mann. Both Sue and Tom are in the membership pipeline. Dave Biffen introduced Rabbi Sue Greenberg, who is also interested in membership, as is Katie Walker's guest, Christine Wildaur. Faith Woodward's guest, co-worker Bobbie Bash of Barclay Friends, was visiting because she was interested in hearing the program.

President Dave offered congratulations to Paula Francisco Ott, who won a position on the Superior Court in this week's election and to Carolyn Comitta who won the position as Mayor of West Chester in the same election. Club members are proud to have such accomplished leaders among our membership!

Jim Gasho extended birthday greetings to Dan Cosgrove and Fran Luft wished warm wishes to Cathy Palmquist.

John Schwab contributed happy bucks in honor of Hickman supporters, Sue and Bob Rogers, along with a red beacon, whose significance is known best to Bob. Mac Neilon had a happy buck in recognition of Jeff Sommer and his soccer playing son, and Geoff Baker was happy that the visiting international students will be in New York City the day of the ticker tape parade for the World Series winning NY Yankees.

Greg Radford put in a happy buck for finishing the New York Marathon, and a second for identifying a Brighter Future "candidate" with the assistance of new Rotarian Gerald Morgan. Katie Walker was happy about the special dinner at Bob and Sue Rogers home, a Rotary auction item, and Paula Ott was happy to have received the third

highest number of votes in the recent election although she was listed eighth on the ticket.

Wendy Hoffman was happy to announce the Veterans Day event at 11 a.m. Tuesday hosted by the Chester County Bar Association, and Don Stonestrom donated five happy bucks as he explained that although he was diagnosed with ALS 10 years ago and was given two to four years to live, his illness has now been diagnosed as IBM, a muscle disease, and the outcome would only be use of a wheelchair. Carolyn Comitta, happy to note that she is the first woman mayor of West Chester in 210 years, also happily congratulated Paula Ott.

Jack Wintermute announced he is passing around a sign up sheet for the annual Salvation Army bell ringing, and Katie Decker asked everyone to take five Poinsettia forms and sell poinsettias in this new fundraiser. Gary Hewitt announced that he, Steve Quigley and Gary Hess, as past club presidents, are looking for future presidents-elect and urges club members to submit names to their committee.

Bill Ronayne introduced the Chili Cook-off's Peoples Choice winner, from West Chester University, and presented their representative a check. The representative said the funds will go to the purchase of two water pumps in Africa.

Stuart Brooks won the 50/50, but the queen eluded him.

## SPEAKERS REVIEW by Gary Hess

Our Internet Boot Camp continued this week. "Drill Sergeant" Paige Miller launched into her second powerpoint presentation, with her topic for this week...Free Advertising. After having us drop and give her twenty push-ups (Dick Yoder did them all with one arm) Paige reminded us of how the internet has changed everything, especially advertising. Think of the traditional mediums of advertising: TV; radio; newspapers. Due to the vast amount of and the annoying nature of advertising, smart people have figured out ways to

deliver content sans the adverts. Take TV. There is now Tivo, which for a small fee, allows you to watch your favorite program – likely dance related – without the commercials. Great for the consumer, but not so great for the guys spending gazillions of dollars to advertise. How about radio? Now there is Sirius Radio, which is entirely commercial free for a small fee. Let's just forget newspapers. They're all bankrupt for a reason. I only do the puzzles and can't even be bothered with my horoscope anymore.

So how do companies get their message out there these days? By that magical creation of Al Gore...the internet. Companies need to get their fingers in a lot of pies these days, creating websites, writing blogs, putting on webinars, using podcasts, YouTube videos, Facebook, online coupons, etc. These are all excellent newfangled means of advertising and critical to creating that all-important **BUZZ** for products. The idea is to cast the net as widely as possible to increase the chances of getting noticed. Paige gave an example of her Grandmother tossing out bread crumbs for the birds. Paige was but a young lass and asked the logical question, "how will the birds know to come for the bread crumbs?" to which granny replied, "they just will." Sure enough, the old battle axe was right! You won't see Tippy Hedron trying this trick. Or Hansel and Gretel, after that first incident. I digress. Paige implored us to get out there, and win one for the Gipper. She suggested we use our imagination (note to self, check), be passionate (is there any other way?, check), be honest (comes with the territory in Rotary, check), and be visible (except for Claude Rains, check).

Paige's excellent presentations will be posted on our website in the near future. Please see **Dave Biffen** if you're in a hurry.

### 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)

### THANK YOU

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

### EXCHANGE STUDENT

**Amedea Garella** – Italy  
 Host Parents: Dave Breen and Cyndi Skripak  
 229 Forest Avenue Elkins Park, PA 19027  
 Home: 215-885-5195 Cyndi: 215-316-1431

### 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

President, Dave Rayburn; President-Elect, Bill Ronayne; Vice-President, Mark Sammarone; Past President, Steve Karp; Secretary, Patricia Kotsay; Treasurer, Rob Feenan; Sergeant At Arms, Katie Decker; Directors-at-Large: Bruce Beadle, Cristina Combee, Elizabeth Guman, Jeannie McGinn, Terry McGrath, Bob Rogers, Bert Volger  
 Al Marland, District Governor  
 Gary Hess, Assistant District Governor  
 Robert Poole, P. D.G. '80-'81 District 7450

### HOW TO GET IN TOUCH

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 Votary Committee: Chair, Faith Woodward, 610-918-3432 [fwood@bf.kendal.org](mailto:fwood@bf.kendal.org); Web site maintenance, Bruce Beadle, [Webmaster@WestChesterRotary.us](mailto: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